

1926

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXXV, No. 4

NEW YORK, APRIL 22, 1926

DC A COPY



B. A. I. S. 1911 with  
N. W. Ayer & Son

*Continuity—thou, too,  
art some jewel!*

If you could see samples of the Hanes Underwear made each year since the P. H. Hanes Knitting Company was founded, you would find that each year's underwear was a little better than that made the year before.

But running through the entire exhibit would be a continuity of "giving the customer the biggest possible underwear value for his money."

It would be the same with Hanes advertising.

Each year since 1911, when N. W. Ayer & Son began preparing Hanes advertising, you would find an unmistakable continuity of thought in art and in text matter with each year's presentation a little better than the year before.

And whether you believe in continuity or not, it is a fact that more heavy cotton ribbed underwear is sold today under the Hanes label than under any other.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Apr. 22, 1906

# The Standard Farm Papers Are Edited By Men Who Know



The Nebraska Farmer  
 The Pacific Rural Press  
 Ohio Farmer  
 Michigan Farmer  
 Pennsylvania Farmer  
 Missouri Ruralist  
 Kansas Farmer  
 The Farmer, St. Paul  
 The Breeder's Gazette  
 The Progressive Farmer  
 The Prairie Farmer  
 The Wisconsin Agriculturist  
 The American Agriculturist  
 Wallace's Farmer  
 Hoard's Dairyman

Every unbiased investigation of farm paper values proves the truth of this statement.

## *The* **STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago  
 Courtney D. Freeman, Western Mgr.  
 307 North Michigan Ave.

New York  
 Willard R. Downing, Eastern Mgr.  
 250 Park Ave.

San Francisco, Kohl Bldg.

# PRINTERS' INK

*Registered U. S. Patent Office.*

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VOL. CXXXV

NEW YORK, APRIL 22, 1926

No. 4

## How to Meet Unadvertised Competition

The Details of a Plan Successfully Used in a Field Overrun with Companies That Do Not Advertise

By J. K. MacNeill

Assistant Sales Manager, Hewes & Potter

PROBABLY the strongest weapon to use to help your salesmen meet unadvertised competition is advertising. However, the manufacturer who places an advertising campaign behind his product today and then sits back hopeful that the dear old public will mob his retail outlets demanding his article, most decidedly has another guess coming, no matter how compelling or far-reaching his advertising may be.

Five years ago this spring, we placed on the market a product which, according to the wise ones in our industry, was foredoomed to an early and sudden collapse. That article was the now fairly well-known Spur Tie—a ready-tied bow. As far back as I can remember, there has always been one never-failing, sure-fire turn that could be relied on to bring down the house in a vaudeville show and that was the rubie with the snap-on bow tie. It was a fitting companion to the carpet bag and the gold brick. As an article of everyday men's apparel, it was a huge joke. To wear a ready-tied necktie of any description was to invite ridicule. None but old men and story book farmers ever appeared in public with these affairs on and the tie came to be associated with such in the minds of all.

It becomes apparent, therefore, that some difficulties beset our path when we essayed to spring this bow tie on the American public

in the face of the age-old prejudice against it and also taking into account the horror and dismay which it aroused in the minds and writings of those autocrats who dictate "What the Well-dressed Man Will Wear." To wear a ready-tied tie was, they said, deucedly bad taste. They still say it, and in no uncertain terms.

However, we went ahead on the theory that most men really liked to wear a bow tie, but had neither the patience nor ability to tie it to look half decent. We designed a tie that really and honestly looked like a well-tied bat. We invented and patented certain innerform improvements that allowed the wearer to shift the general form of the tie to suit his taste; either rigidly prim, or designedly careless. Then we went ahead to advertise the darn thing.

After a preliminary test campaign in New England newspapers using full pages, we became thoroughly convinced of the ultimate success of our tie and set about to advertise and sell it nationally. Be it here remarked that we already had a fairly strong dealer following on our other products—Bull Dog suspenders and belts. However, it was stronger in quality than quantity, so we set out to get distribution.

What followed for the next year or so is not pertinent to the subject of this article, but suffice to say that we had things all our own

way for a time. Then the imitators began to appear. Here and there, all over the country, small neckwear manufacturers, attracted by the apparent easy money in this new fad which our advertising had started, began to ape our tie, our patented innerform, even our display unit. They were soon augmented by larger houses. Naturally, such people had no concern for the plane on which this new business was conducted and resorted almost at once to most unethical methods of competition. Cut prices, wild discounts, free dozens with every gross and exact duplication of our display cards, differing only in the actual registered trade name but coming as near to it as the law allowed, and consignment selling are only a few of the selling methods adopted by competitors. Not only that, but their scope was, in nearly every case, local in nature, thus giving them the extra advantage of spot deliveries against our two weeks. Every sales executive knows what that means in this era. And topping the whole we could not and did not prepay express and parcel post charges except to a few large cities. Altogether, it looked as if we had some little problem on our hands to keep our salesmen on their toes and turnover down as low as possible against such odds.

#### PATENT TROUBLES

Neckwear was bought and is bought yet, almost solely by the eye. It seemed impossible to persuade men to walk into a store and ask for a necktie by name. That left us only our patented innerform to talk about in our effort to corral the business. But in this enlightened country, one has to get a patent and then fight for it before he has it! With this innerform, the tie was commercially successful. Without it, our chances were dubious. Every competitor, with hardly an exception, copied our innerform and it has only been within the past few weeks that we have received a final decree sustaining our patents. Consequently we had nothing left to advertise but the name Spur

Tie and when we advertised that we advertised every bow tie that was made in the country and soon the name began to border on the generic.

It was obviously a selling problem and one which threatened to tax all our resources in order to equip our men with potent weapons and successfully to co-ordinate their efforts with the advertising. The first step, as we saw it, was to sell the salesmen, themselves and keep them sold. Lacking personal contact oftener than once or twice a year, we had to resort to the mail. We instituted a bulletin system. Not the well-known "snappy," "go after 'em Bill" stuff, but instead a little personal, conversational bulletin which we carefully prepared and sent to each man every day in the year. These bulletins cover subjects ranging from personal gossip to stories of doings both in the factory and in the field. They also contain all announcements on the line and quotations from the men's letters to us. They are all consecutively numbered and judging by the calls for missing ones received even today, we feel sure they are well read and then filed. We did not stop there but sensed the need for another medium of contact, one more permanent and decorative in nature, which would be kept and re-read at other times.

This need was taken care of by a weekly house magazine for salesmen only. It is a four-, and sometimes eight-page affair on good coated stock, illustrated, edited and written for the most part by myself, published weekly, and going, not only to the salesman, but also to his wife. The chief purpose of this is to support morale. It is newsy in nature, conversational in tone, features the name and picture each week of one of our "Honor Roll" men, always contains an announcement or report of whatever contest we have on at the moment, and we have them almost continuously, and in short keeps our men and their families all tied closely together in one big family in which we all use first names and almost never "Mister." Our files give

# The Sun

PUBLISHED DAILY EXCEPT SUNDAY BY  
THE SUN PRINTING AND PUBLISHING  
ASSOCIATION, 280 BROADWAY, NEW  
YORK, N. Y. TELEPHONE, WORTH 10,000.

WILLIAM T. DEWART,  
President and Treasurer.

R. H. TITHERINGTON, CLARMAN T. DIXON,  
Vice-President. Secretary.

SATURDAY, APRIL 3, 1926.

## Religion's Rising Tide.

Persons who are inclined to fear that religion is losing its hold on the American public should be able to draw courage from the annual census of church membership, a report of which has just been published by the *Christian Herald*. The figures show that in the United States 46,883,756 persons are recorded as members of religious bodies of all kinds, a gain of 807,256 over the total for the preceding year.

Of greater importance than the total membership or the total gain is the fact disclosed by the figures that the rate of increase is greater than the rate of increase for the population of the United States. In the year from 1924 to 1925 church membership—and by this is meant membership in all religious bodies—gained 1.7 per cent. This is to be taken for ten years, the net gain of 807,256.

An  
Editorial  
from

# THE SUN

of

April 3, 1926



# Christian Herald

Bible House

New York

GRAHAM PATTERSON, Publisher

PAUL MAYNARD, Adv. Mgr.

Apr. 22, 1926

Apr. 22, 1926

abundant evidence of the potency of this little magazine in stirring up enthusiasm and keeping it at the boiling point.

The next fellow to sell was the retail dealer—always the hardest. With our limited appropriation (not even today reaching a quarter of a million), we had to make our message register and register strong. First, we divided our yearly campaign into two parts to give us the benefit of two separate high spots. This gave us the opportunity of being able to show the trade two portfolios a year. We put a lot of money into these portfolios and put a lot of personal effort into schooling the salesmen in using them to the greatest advantage. We supplemented each of them with a color broadside incorporating their chief features, and added another punch with concurrent advertisements in all the trade journals. Throughout all our advertising, I might add, we have consistently featured the familiar red "Spur Tie," same type, some color red, as on the tie itself, in all color advertising, on the display easel and wherever else we had an opportunity to register it.

Our chief purpose being to combat a hundred unadvertised brands, we utilized every agency of pounding home with the salesmen and with the dealers, the name Spur Tie. We devised, next, a trade character, Spur Tie Jim. Jim was a small plaster man standing about fifteen inches high, and wearing a real Spur Tie on his neck. He cost us some money but he was worth every last nickel of it, because his very presence in a store presupposed a pretty substantial order. We got him in about every worthwhile men's store in the country. Here again, we laid it on thick with the salesmen and gave weekly prizes to the men putting out a certain number of Jims. Their enthusiasm ran high over this statuette and we kept it that way through the bulletins and the weekly paper.

The Spur Tie had, by this time, become pretty well introduced throughout the country but small,

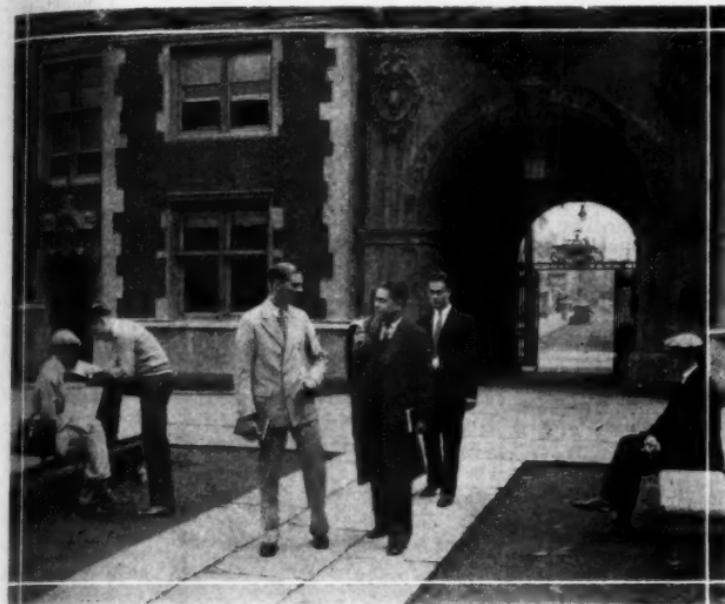
under-price competition was beginning to make itself mighty annoying and it became our job to take the matter up personally with each salesman individually when he began to get worried over it. I began to spend some time with as many men as possible in the field during the year and getting first-hand information regarding conditions. We soon found we were not getting licked so much by prices or deliveries as we were by patterns. Small manufacturers could put out as good, and in some cases better, patterns than we could and owing to their smaller territory, could get new things out sooner than we did.

So we started in to make our pattern line-up the leader, instead of the follower. Last year we issued nearly 400 separate patterns in Spur Ties to the trade, or better than one new one every day in the year. This sampling we arranged so that the salesman would have at least fifteen new numbers every time he called on a dealer. Consequently, his morale was considerably raised and his selling processes were more spirited and result-getting than ever before.

Incidentally, although we have cut down territories and doubled our selling force in the last five years, we have not worked our men into territories where they cannot make interesting money. The average size territory is covered in a month. The average size order of Spur Ties, we discovered, lasted less than three weeks. Here was another opportunity for the small fellow to get in. Partially to counteract this, we devised a scheme for encouraging mail orders. Two weeks after every shipment goes out we send the recipient a return double postcard with everything done on it for him except sign his name. It reaches him just about when he could reasonably be expected to be ready to order and generally he does. The pile of these cards in each morning's mail is always most reassuring.

With the previously mentioned small advertising appropriation, it is most necessary to make it count

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## Men!

That's not hard to prove. They're freshmen in college, 18 and more years old, nearly 5 feet 9 inches off the ground and weighing something like 135 pounds minus their up-to-date clothes. 5 per cent of the readers of **THE AMERICAN BOY** are of college age.

The chap in the light suit is Skeeter Bennet's older brother. Proud of it? You should hear him talk! For Skeeter's the greatest little brother a fellow ever had. Plays football, hockey, tennis, basketball and golf. Going to give a good account of himself in college, all right. Only weighs 114 pounds now. But he's got a couple of more years to grow in. 114 pounds is a good weight for a sixteen-year-old. By the time he gets to college he'll have put three or more inches on his height, 5 feet 4 inches, now.

The important point for you is that Skeeter is typical of 80 per cent of the 500,000 readers of **THE AMERICAN BOY**. And a man in everything but years, or Skeet's older brother will eat his hat and yours too! You can sell to Skeeter and his 500,000 friends through the advertising columns of **THE AMERICAN BOY**. No matter what you make—radios, clothing, guns, musical instruments, haberdashery or toilet accessories—these near-men use. Their spending power is equal to a man's. Win them to spend their money for your product, now! Copy received by May 10th will appear in July.

# *The American Boy*

Detroit

Michigan

Apr. 22, 1926

Apr. 22, 1926

with the consumer as much as we possibly can. So, after making what we think is the most judicious selection of mediums, we don't depend entirely on that being the only way he has Spur Ties called to his attention. We go after what, after all, is perhaps our most important link in the chain, namely, store display. First, we standardize on our display cards. They are always of the best possible material and design and never change, except in small details. Most of our competition believe in bringing out new types of display every so often and we strongly impress on our salesmen the weapon they (our competitors) unconsciously give them to use by doing this. At least once every week we have something to say in our house magazines about keeping Spur Ties on display in all stores handling them.

Then, we get after windows, not in a haphazard way but with a planned and carefully organized campaign. Tying up with the peaks in our advertising we run a nation-wide campaign with substantial cash prizes. Last year, we had exclusive Spur Tie windows running for a full week in about 75 per cent of our largest, most representative accounts and partial displays in about 30 per cent of our total number of accounts. All-exclusive windows were photographed and we paid for photographing them.

To get to the salesmen's end of it again, we paid just as much attention to selling them the idea as we did the dealer. Fortified with details of the campaign, actual samples of the free display material, and the knowledge that their pay check would be considerably larger if they made a showing in securing windows by reason of a concurrent contest among themselves, they did themselves proud. The man who won first prize put out almost 200 display pieces in a month out of a possible 300 active accounts in his territory! We played up the contest in each week's paper and in almost every day's bulletin and gave prizes to the wives of prize-

winning salesmen. I might say here that our salesmen's contests are devised so as to make the man try to beat his own record and not his neighbor's. Prizes are won and sought after by the highest as well as the lowest.

To sum the whole thing up then, we go after unadvertised competition, first, by advertising; second, by thoroughly impregnating our salesmen with that advertising and teaching them how to sell the trade on it; and third, by keeping the quality and tone of our merchandise and merchandising always a step ahead of the other fellow.

Of the three, however, that of fortifying your salesmen and keeping their enthusiasm at high pitch is by far the most difficult. We have prepared a sales manual which, among other things, lists every possible reason dealers might have for preferring price goods to ours, together with the corresponding sales argument against each reason. We invite our men who are harassed more than usual by this type of competition to make up preferred lists of dealers in their territories whom they are not selling but would like to. These dealers we work on from the factory, having in mind the particular phase of our proposition most likely to ring the bell with them.

We grasp any and every excuse to write a personal letter to the dealer and in doing so we never "beg to advise" or "regret to state" or use other hackneyed platitudes but try always to be chummy. This policy was forcibly brought to my attention during a recent trip to Detroit. During a visiting tour with our salesman there, we called on a store on downtown Woodward Avenue which had become sour on us by reason of what it called poor delivery service. The proprietor on being introduced to me, immediately recalled my name and jokingly said, "So this is the author." He was referring to a three-page letter I had taken the trouble to write him explaining all the vari-

(Continued on page 210)

**Brooklyn  
Standard  
Union net  
sales week  
ending  
April 4  
83,505.**

*R. J. R. Huntington*  
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

# Hotpoint Makes a Left-Handed Advertising Gesture

Strives to Impress Big Market by Showing Solicitude for the Small Minority of Buyers

**G**ENERALLY speaking, the reason for advertising a product traces its way back to a conviction that the product can be made and sold in quantities sufficient to pay the maker a profit. No manufacturer will busy himself for long with goods that can't be sold. Nor will he advertise them unless he is convinced by established facts and figures that a volume market exists.

Usually that is the case, but not always. The Edison Electric Appliance Company, which manufactures the Hotpoint line of electric household appliances, believes that there are occasions when the advertising of an item that will never be made or sold in volume is justifiable. The company takes the position that such advertising may well act as a builder of goodwill. Well-handled, it can talk definitely in terms of products and at the same time create as much prestige as the polished and grandiloquent piece of institutional copy.

Recently, the company used a full page in color, in a general periodical to advertise the Hotpoint electric iron for left-handed women. The most accurate figures that can be obtained point to the fact that only 4 per cent of women are left-handed. The question at once arises, why advertise to them and ignore the other 96 per cent? Why apparently give the critics anything that may be construed as material on which to base the assertion that advertising is economic waste?

Hotpoint has a ready answer to those questions. Several years ago, the company devised and patented a thumb rest for its iron. This won quick popularity. Apparently it was something for which women were waiting. Soon a small but insistent demand led the company to build this feature so that left-handed women could

use it. Nothing was said about the left-handed iron at the time, because it was recognized that it would never have a broad market. It was simply a concession to a plea for convenience such as comes to every manufacturer of a widely popular article.

The left-handed iron never having been advertised, the fact that there is such a thing is news in itself. The small minority of women who can use such a product may naturally be expected to be eager to learn of it. Some of them will unquestionably buy, although Hotpoint knows that there will not be enough sales, in all probability, to pay for the page of advertising used. In any event the left-handed iron will mean much to the 4 per cent market.

## THE 96 PER CENT MARKET

What about the other 96 per cent?

W. A. Grove, sales promotion manager of the company, says that it is really to the other 96 per cent that the advertising of the left-handed iron is directed. By advertising an iron which can be used by no more than four women in a hundred, he believes, the company is putting the strongest kind of evidence back of all the spoken or printed statements, concerning ideals of service that it has ever made. The inference is clear that if Hotpoint will go to such lengths to satisfy the demand of such a small percentage of women it must necessarily be alert to the needs and wishes of the big market. What does interest in the small minority of buyers indicate if not that the company is wide-awake, that its habit is to think in terms of the majority?

That is the uncommon way, the left-handed way of getting the advertising appeal across to the



## New—Authoritative

**Population** — number of families, and males and females over 16 years,— wholesale and retail distribution for every Iowa town of over 1,000 population.

Map showing electric service lines—number of electric appliances in use—list of all gas plants and gas appliances in use by cities.

Auto registrations and sales by counties—Iowa crop and live

stock statistics for 1925—data on Iowa manufacturing.

Names and addresses of all Iowa jobbers of groceries, drugs, auto accessories, confectionery, hardware, radio and electrical appliances.

Map of Des Moines retail trade territory and data on city of Des Moines.

This booklet is a carefully compiled picture of the Iowa market.

1926 Iowa Data Book mailed on request

## The Des Moines Register and Tribune

Or you can secure a copy from

I. A. Klein, 50 E. 42nd St., New York

Guy S. Osborn, Inc., 360 N. Michigan Ave., Chicago

Jos. R. Scolaro, General Motors Bldg., Detroit

C. A. Cour, 702 Globe Democrat Bldg., St. Louis

R. J. Bidwell Co., 724 Market St., San Francisco; Times Bldg., Los Angeles, and White Henry Stuart Bldg., Seattle.

Apr. 22, 1926

buyer. Whether it will succeed depends, of course, on the deftness of the copy writer's pen. "Even for Left-Handed Women" is the way Hotpoint headed its recent page in a national magazine. "The popularity of Hotpoint's patented Thumb Rest," the copy explained, "has been so great that there has been an insistent demand to make the Hotpoint Super-Iron also for left-handed women. Only 4 per cent of women are left-handed, but Hotpoint wishing to serve all women has spent thousands of dollars to make a left-handed thumb rest. And now left-handed women may have this great feature. It rests wrist, arm and shoulder. Try it at your dealer's and see."

Maybe it isn't quite accurate to call Hotpoint's advertising of the left-handed iron a gesture. It is rather a piece of good-will promotion, dealing with definite merchandise, with information that is news rather than with generalities. Hence it is far more specific, more pointed and less trite than the ordinary piece of good-will copy. After all, the best that the advertising of a product can do is to take the value out of the product and make the buyer see that value. Hotpoint's left-handed advertising aims precisely at making the 96 per cent market see the value of buying from a manufacturer who is willing to think of the convenience of the other 4 per cent.

#### New Account for Churchill-Hall

The David T. Abercrombie Company, New York, manufacturer of outfits for explorers, prospectors, hunters and campers, has appointed Churchill-Hall, Inc., New York advertising agency, to direct its advertising account. A campaign is planned in trade and consumer sporting goods publications.

#### Dr. Kahler Shoes Account for Biow Agency

The Lounsbury-Soule Company, Inc., Brooklyn, N. Y., maker of Dr. Kahler shoes, has appointed The Biow Company, Inc., New York advertising agency, as its advertising and sales counsel. Plans call for the use of newspapers and magazines.

#### Colgate Appoints George Batten

Colgate & Company announce that, effective January 1, 1927, the advertising of Colgate products will be directed by George Batten Company, Inc., New York. This agency is already directing the advertising of Colgate's Rapid Shave Cream, but will, hereafter, also prepare and place the advertising of Colgate's Ribbon Dental Cream, FAB, Cashmere Bouquet Soap and the other Colgate lines.

#### Edward G. Wilmer, President of Dodge Brothers

Edward G. Wilmer, formerly chairman of the board of directors of Dodge Brothers, Inc., Detroit, has been elected president. He will be succeeded as chairman by Frederick J. Haynes, former president. Mr. Wilmer will resign as chairman of the Goodyear Tire & Rubber Company, an office he has held for the last three years.

#### Bank Account for Edwin Bird Wilson Agency

The Citizens and Southern Bank, with headquarters at Savannah, Ga., and branches in Southern cities, has placed its advertising account with Edwin Bird Wilson, Inc., New York advertising agency. Newspapers, banking journals and direct mail will be used.

#### J. B. Scarborough Appointed by "American Magazine"

J. B. Scarborough has been appointed advertising manager of *The American Magazine*, New York, succeeding W. S. Carlisle, resigned. Mr. Scarborough had been Western manager at Chicago.

#### Paratex Account for Frank Seaman

The Paratex Corporation, Paterson, N. J., maker of Paratex floor coverings, has appointed Frank Seaman Incorporated, New York advertising agency, as its advertising counsel.

#### Insecticide Account for Ross-Gould Agency

Getz Exterminator, Inc., St. Louis, has appointed the Ross-Gould Company, advertising agency, of that city, to direct its advertising account. Newspapers and business papers will be used.

#### George Oliva, Advertising Manager, National Biscuit

George Oliva, who has been in charge of advertising of the National Biscuit Company, New York, has been appointed advertising manager. He has been with this company for a number of years.

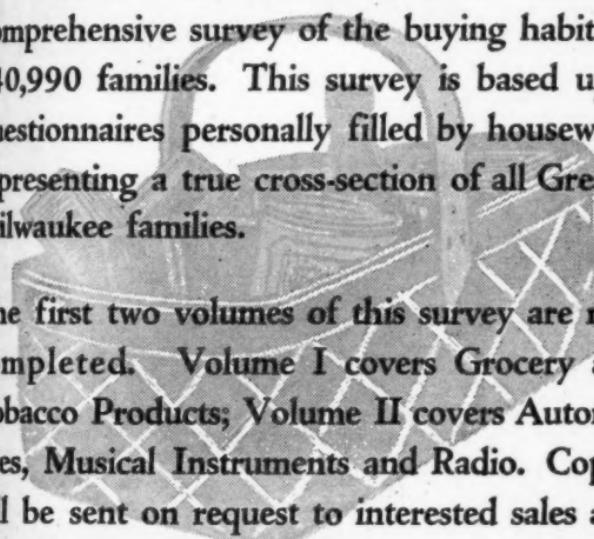
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*More Than One Half Million Wisconsin Readers Every Day*

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# *What Are 141,000 Milwaukee Families Buying?*

THE 1926 CONSUMER ANALYSIS of The Greater Milwaukee Market contains a comprehensive survey of the buying habits of 140,990 families. This survey is based upon questionnaires personally filled by housewives representing a true cross-section of all Greater Milwaukee families.



The first two volumes of this survey are now completed. Volume I covers Grocery and Tobacco Products; Volume II covers Automobiles, Musical Instruments and Radio. Copies will be sent on request to interested sales and advertising executives who have not already received them. Write at once—use your business stationery.

## *The Milwaukee Journal*

**FIRST—by Merit**

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*Read by More Than Four Out of Five Milwaukee Families*

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Apr. 22, 1926

Apr. 22, 1926



## AT "THE WORLD'S BUSIEST CORNER"

Frontage values at the corner of Madison and State Streets, Chicago, the heart of the "Loop," rank among the highest in the world. Within a stone's throw are the world's greatest department stores, offering to Chicago shoppers the largest volume and variety of merchandise on display anywhere in the world.

But before shopping Chicagoans read the advertising in *The Daily News* because in its pages they find the largest volume and variety of "shopping news" published in any Chicago daily newspaper.

*This gives to advertising in *The Daily News* much the same advantage as "Loop" location gives a store. Advertisers therefore place more of their business in *The Daily News* than in any other Chicago daily newspaper.*

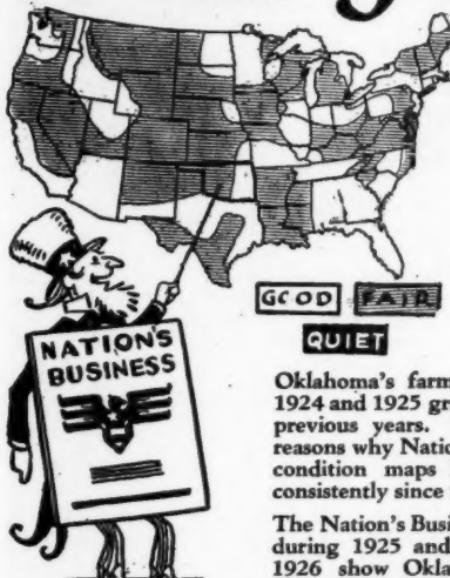
## THE CHICAGO DAILY NEWS

*First in Chicago*



Apr. 22, 1926

# Oklahoma is one of the 9 States



*that have  
been in the  
"GOOD"  
Business  
area every  
month since*

JAN. 1925

Oklahoma's farm earnings during both 1924 and 1925 greatly outweighed those of previous years. This is one of the big reasons why Nation's Business and Forbes' condition maps have favored Oklahoma consistently since the first of 1925.

The Nation's Business maps of every month during 1925 and every month to date of 1926 show Oklahoma in the country's "Good" business area. Only eight other states enjoy a similar record! Moreover, Oklahoma is one of the four states (Oklahoma, Florida, Arkansas, North Dakota) to be in Forbes' "Excellent" business area every month for a whole year beginning with March, 1925.

As a place to build big business at minimum cost the Oklahoma farm market is ideal. You can sell your product successfully in this wealthy market through Oklahoma's only farm paper, the Oklahoma Farmer-Stockman!

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adv Mgr

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# Salesmen Tell What They Think of Conventions

They Complain That Conventions Are Conducted for and by Executives Instead of for and by Salesmen

By a Salesman

"ALMOST any sales manager could write a book on sales conventions and the proper time to write such a book would be immediately after he has presided over his own annual sales gathering." Thus writes F. S. Fenton, Jr., sales manager of the Wayne Tank and Pump Company in his article: "Some Thoughts on Sales Conventions," which appeared in the March 25 issue of PRINTERS' INK.

Mr. Fenton very clearly goes into an aftermath of his own sales convention, held recently. But he treats it almost exclusively from the executives' angle. He notes their reactions; their determination to make the convention better next year, and how they can better bring the salesman into tow so that he will really get the full benefits of the convention.

What about the salesman? What are his reactions on returning home from his company's annual conclave? What does he think? Isn't he equally capable of writing a history, too?

Well, here is one salesman who has his ideas regarding sales conventions and like Mr. Fenton, feels that the best time to write such a "history" is after the close of a convention.

I have just returned from our annual sales convention, and since our line of products is kindred to the one which Mr. Fenton presides over, our problems are somewhat the same. Our convention was carried on almost identically as Mr. Fenton outlined. The sales manual was discussed. The various department managers—one and all—were given their annual opportunity to display how little we sales boys really know about how our activities are carried on.

The advertising manager, the credit manager, the chief consult-

ing engineer, the plant superintendent and the office manager were the headliners in this talk fest. The same strict schedule that Mr. Fenton writes of was maintained. We were checked for absences at every meeting. Every "isolated conversation" was squelched promptly—even if it pertained directly to the subject under discussion.

Yes, we had the usual trip through the plant and the regular over-our-head technical explanation of each operation by the plant superintendent.

Of course, the home office executives saw to it that we were well taken care of. We were met at the station. Marched to our hotel rooms. Marched to the assembly hall for meetings. Counted off and filed into assigned seats. Marched to meals, and then in the evening, marched to a program of canned entertainment. There was outside talent. Finally, everybody was ordered home with a message contained in a stirring speech from the sales manager that "it was the best sales convention the company ever held."

But was it? What was the reaction of the boys?

## AFTER THE CONVENTION TALK

Our conclave was held at the factory up-State. It is a good day and a half from the major territories; hence, many of us boys rode the greater part of the distance home together. In our party were all seasoned campaigners. We have gone through many sales convention battles. Frank talk predominated.

One agreement was that all of us had gone to the sales convention to get new ideas—sales ideas which would help us boost our totals for 1926. We came to hear the company's plans for the pres-

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ent year. We were to discuss the advertising plans; the merchandising policy, and to make suggestions all around. There were to be general discussions on all subjects. After which, a decision was to be reached, and the year's plans adopted and put into motion. In short, the sales convention was being held, in our humble opinion, for our benefit—to get our viewpoint so that there would be a closer working policy established between the company and its salesmen.

The following is a verbatim report of the smoking car conversation:

"Remember what the Boss told us on the opening day," drawled Tom, who covers the Southern territory, in the inimitable tones of the Boss. "This sales convention is yours—yours from start to finish. The real and only reason we are bringing you fellows in from the warpaths of salesmanship to the factory for several days is to tell us here in the home office your troubles—your own intimate sorrows of the road. Then we can all sit, like at the old-time family table, and thrash things out.

"By talking things over in a friendly fashion, there will be a keener understanding between us of the home office and you of the field. We will then know your real problems and you will know ours. No longer will there be any static in our organization. Both of us will then be able to tune in on Station C-O-O-P-E-R-A-T-I-O-N any time we want to. After such a meeting of minds, we all will be bigger and better friends.

"So now speak right up at every meeting. Talk problems right out in your meeting."

"Well, didn't we?" Walter, the Harrisburg, Pa., representative asked sarcastically. This drew a long and loud laugh from the entire smoking compartment.

"Yes, we did," flared Tom cynically. "From the moment the Old Man finished his opening address until we got on this train, the home office executives had the

floor. From what I could notice, and there is not a chap in this car who won't agree with me, it should have been an executives', rather than a salesmen's, convention. We were counted out from the start.

"All of the home office machinery was well greased in advance. Those boys had their policies framed. Every kink and possible flaw was ironed out. Every policy was all set to be railroaded through. It was. I didn't hear any opposition from any of our sales-touting gang."

#### SALESMEN'S COMMITTEE WORTHLESS

"How could we?" asked Bob from Baltimore. "We never had any chance at organization—collecting our forces to give a good battle to the organized home office crowd. Those salesmen's committees are mainly dummies with no real power to act. I never yet saw one that was worth a hoot. Any salesman who does any objecting at a convention is branded. He is a mutineer—disloyal to the company—and whatnot. He is usually marked down by the Boss, and unless he can keep up his quota is doomed to go. Even if he does turn in some good figures, the executives consider him not altogether safe. He is always regarded thereafter as a dangerous man to have around."

Jones seconded this opinion to the letter.

"That is why I never say anything," commented Jones, who has been with the company for fifteen years and has led the sales force for twelve. "I have seen many of them come and go. I merely attend these conventions."

From this point, the discussion flashed back to past conventions. Who were the heroes of yesterday's conventions? What has become of them? The history of each convention proved that the chap who was the hero of one convention was usually absent from the next.

His record would be flaunted in front of all the salesmen during the time the convention was in session. The net result would be

that during the following year, every salesman would go out of his way to shoot holes into the star's escutcheon. At the next convention, the hero was the target of the entire sales organization. He usually fell before such a barrage.

Another reason given for the ultimate oblivion of the outstanding salesman of each convention was the pigeonholing of his suggestions. The united strength of the home office executives was too strong an opposition to overcome. This swamping of star salesmen proved a lesson to others. The knowing ones keep mum at conventions nowadays, and practically every salesman in the group admitted that after the novelty of the first convention had worn off, the rest of the conventions were merely sluggish affairs—hackneyed routine meetings, with the executives singing the usual song of company's expenses and a pocketful of platitudes.

Just as at Mr. Fenton's convention, we had "an inspirational speaker from the outside." In fact, recalling this amusing incident of the convention fairly rocked the smoking car with mirth.

"What do you fellows do with your Saturday afternoons?" yelled that Star Performer who was imported from the outside to drop sunbeams in our midst. "Tell me what a salesman does with that afternoon and I'll tell you what he is."

"Well, what should a fellow do on Saturday afternoon?" innocently queried Charley Cane, from Brooklyn. "I always take the wife and the kids to the movies."

"Just listen to that, gentlemen, listen to him," shouted the Star Performer, who, being an outsider, was not aware of Charley's sales prowess. "This man calls himself a salesman. I don't know his name, and I don't want to know his name. Furthermore, I don't want to know a man who would waste his valuable Saturday afternoons at the movies."

"Time is money, men, and that man is frittering it away. He should be out pounding the pave-

ments instead of lolling in an easy movie seat. He should be getting up new accounts on a Saturday afternoon; that's the best time for new business. People are interested in the man who works when everybody else is idling. I'd hate to have your record, young man. It must be pretty poor."

The roar in the smoking car was only an echo of the din which followed this speech at the convention. A guffaw—long and loud—almost swept him off the platform. Snickers greeted his every sentence after that, and he was finally forced to give way with a puzzled look that telegraphed: "What was it all about?"

#### THE FLY IN THE OINTMENT

The lone fly in the speaker's ancient ointment was that Charley Cane is one of the company's best sales bets and has been for more than a decade. It's an off year when Charley doesn't file an income tax on more than \$15,000 per. As to getting new accounts, he opens more in a year than a jewelry instalment house.

Another customary procedure during sales conventions which evoked a round of criticism from these salesmen was the presentation of the year's advertising campaign in toto. All of us seemed to think it was a further example of the home office's railroading policy.

From all appearances, the advertising campaign is presented for the salesmen to approve. However, the consensus of opinion was that it didn't matter a hang whether we liked it or not. We not only had to accept it but to swallow it whole. Smith, the New York representative, was particularly vitriolic on this subject. He complained:

"They bring us out there to the convention to talk over the sales policy for the coming year. The advertising campaign plays a prominent part in said policy, especially in my market. When we get there, the entire advertising campaign is already made up. The copy is written. In many in-

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stances, the advertisements are appearing in current issues of the magazines.

"Of course, there is the time element to consider. Well, why not call the convention earlier or put the dominant copy idea for the year up to the sales force beforehand so that we can find out whether it is suitable for our respective markets?

"All we do is to form the company's only direct contact with the trade. Our only reason for existence is that we know just what the trade wants, and what the trade wants is usually what the consumers want. Some twenty years bumping my head in the uppers has taught me at least one thing—the fellow who buys knows why. Yet they don't think us worthy of passing on the advertising."

Most of the salesmen in the smoking car agreed with the gentleman from New York. However, as they further dissected the advertising question, they admitted that it was not altogether feasible to permit the salesmen to tear a proposed advertising campaign to pieces. All admitted that, in the final analysis, the advertising agency should have the final say. But they all were of the opinion that by regularly consulting the salesmen about the advertising, the campaign would be benefited considerably.

One man made the logical suggestion that the advertising manager send out a questionnaire with the questions so framed that they would evoke expressions of honest opinions, market conditions and new ideas—not the usual claptrap which the ordinary questionnaires secure. A campaign founded on the answers to the above questionnaire would insure the complete co-operation of the sales force who would merchandise it in the very trade channels where it would be most effective.

As the talk drifted to other topics of the convention, it was decided by these men in the smoking car that a similar plan of consultation could be profitably adopted on other policies that are

usually passed on officially prior to the convention and made effective before the sales force has its say about them. This is especially true about policies which involve discounts, special territorial concessions and commissions.

Many good merchandising schemes are thumbed down by the salesmen simply because they feel these plans have been thrust upon them without their consent. A little diplomacy on the part of the official launchers would save these policies and put them over in grand style.

The addresses made by the various department heads which Mr. Fenton found so effective at his sales convention evidently did not make the same hit with our fellows. The impressions—all adverse—differed widely on this addressing subject. Some thought the credit manager a bit high hat. Others, that the factory superintendent was too technical in his talk, and didn't speak the American language at all when he showed them through the plant.

Not a few felt that the sales manager emphasized the success idea too much without giving them sufficient specific reasons why they should outstrip their competitors. All of us, however, were unanimous in the view that these talks were complete illustrations that the entire control of the sales convention was held always by the executives—not by the salesmen. There was entirely too little attention paid to suggestions made by the salesmen.

We found the closing banquet was not the crowning achievement that most companies believe it to be. At least, the comments of my returning fellow sales delegates did not register any enthusiasm for it. They termed the banquet very "bankwet" with the wetness not in spirits but in spirit.

#### Peck & Peck Appoint Erwin, Wasey

Peck & Peck, retailers of hosiery and sports apparel, with headquarters at New York, have placed their advertising account with the New York office of Erwin, Wasey & Company.

The  
circus  
comes  
to  
the  
Pennsy  
shows  
Philadelphia  
and is one  
of the  
biggest

524,  
and

**The Evening Bulletin—Philadelphia's Foremost Newspaper  
welcomes American manufacturers and advertisers  
to attend the 22nd Annual Convention of the  
ASSOCIATED ADVERTISING CLUBS OF THE WORLD  
AT PHILADELPHIA**



© Auto Service Corp. of Phila.

**WHERE THE A. A. C. W. CONVENTION WILL BE HELD**

In the lower left background may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre, seats 80,000 persons. In the upper left is the business portion of Philadelphia.

**Fresh Ideas and Viewpoints at Philadelphia**

Philadelphia's business and advertising men under the leadership of the POOR RICHARD CLUB are preparing for the biggest business and advertising convention ever held in America, when the 22nd Annual Convention of the Associated Advertising Clubs of the World convenes in Philadelphia, the City of Homes, June 19 to 24, next.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilizing advertising in creating, holding and serving new and more business.

Convention headquarters are in the Bulletin Building, and delegates are invited to make this newspaper their headquarters. The staff of the Bulletin's advertising department will gladly give business and advertising men first hand information regarding the Philadelphia market—Third Largest Market in the U. S.



The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

1925 Average  
**524,662** copies a day  
and still growing

**"In Philadelphia Nearly Everybody Reads The Bulletin"**

Apr. 22, 1926

**JAMES A. HEARN & SON**

FOUNDED 1827

INCORPORATED 1916

*Fourteenth Street West of Eighth Avenue  
New York*

A year before the first passenger railroad in the United States was opened . . . eight years before Morse invented the electric telegraph . . . nineteen years before Howe completed the first sewing machine . . . when John Quincy Adams was President of the United States . . . the house of JAMES A. HEARN & SON was founded.

For nearly 100 years this store has remained in the one family and under the same name . . . an unbroken business lineage possessed by a few concerns in the world.

Like seed planted in fertile ground the business of James A. Hearn & Son has grown and spread into a mighty business oak. Their slogan, "At HEARN'S Usual Low Prices" is known to hundreds of thousands of customers throughout New York and for many miles around. Many of the oldest Knickerbocker families continue to shop at Hearn's . . . just as their Great, Great Grandmothers did generations ago.

Hearn established an enviable reputation for value giving. Hearn built up one of the outstanding strictly cash businesses in America. Hearn's buying and selling

**NEW YORK EVENING**

*The largest evening newspaper circulation in America*  
**3c a copy daily—5c on Saturdays**

# *James A. Hearn & Son Have Used the New York Evening Journal All the Year Around for Over 20 Consecutive Years*

policy . . . backed by consistent and persistent advertising . . . has made the name of Hearn a veritable household word throughout Metropolitan New York . . . and has enabled this house to maintain its patronage and increase sales volume year after year in the same location . . . despite the uptown movement of New York's big shopping center.

Every day, all the year around advertising, has been a powerful factor in the growth and development of James A. Hearn & Son. For over twenty years this house has used the New York Evening Journal . . . to reach out for the greatest number of customers . . . and carry Hearn's store news into the homes of nearly half of all the people who buy any New York evening newspaper.

During the past five years James A. Hearn & Son has invested \$1,134,000 in the New York Evening Journal . . . over \$200,000 a year . . . their largest advertising investment with any New York newspaper . . . because of the purchasing power and responsiveness of over 2,000,000 Evening Journal readers.

Over 700,000 men and women buy the New York Evening Journal every day and TAKE IT HOME where it is read by over 2,000,000 men, women and children.

Merchants and manufacturers may well profit by the proven experience of James A. Hearn & Son, and scores of other successful advertisers, in placing a large part of their advertising investment in the New York Evening Journal.

*Average daily net paid circulation for week  
ending April 10, 1926, was 731,434 copies a day*

## WING JOURNAL

*DOUBLE the circulation of any other New York  
evening paper PLUS 100,000*

Apr. 22, 1926

# The Detroit News

Greatest Circula-  
tion in its history

Also the greatest circulation  
known in Michigan and the great-  
est increase in circulation of all  
Detroit newspapers.

333,802

*Sunday circulation average for  
period ending March 31, 1926.*

303,598

*Weekday circulation average for  
period ending March 31, 1926.*

Now more than ever is it possible to cover the  
Detroit field thoroughly with the use of one  
paper, only—The Detroit News.

# The Detroit News

Detroit's HOME Newspaper

# Turning the Summer Slump into a Summer Spurt

Gulbransen Piano Sales Jumped When Dealers Realized That Summer Days Were Their Most Logical Selling Days

By D. M. Hubbard

DURING the summer of two years ago, two or three hundred retail piano salesmen, with the help of the Gulbransen Company, gave up several long cherished beliefs. All of these abandoned beliefs had led to the same conclusion, namely, that it wasn't much use trying to sell merchandise during the hot months.

These salesmen discovered that several sound reasons existed why they ought to be able to sell pianos during the summer. And following through on the heels of these reasons, they actually did sell during July and August of two years ago.

Last summer, 600 dealers' salesmen talked just a little more convincingly and made a few more calls each day to sell Gulbransen registering pianos than during the spring months. Working on commission, these men, almost without exception, earned more for themselves and their houses than they were accustomed to earn in the summer. Of course, the two months' spurt could not help but react favorably on the Gulbransen Company's sales.

At the end of last summer, the company, counting up the results, found that some of its dealers had done a bigger business during July and August than they had ever done in the holiday seasons. Practically every dealer who made an effort proved that pianos could be sold in the summer. Dealers were better sold on the company and its product than ever before. Most important of all the results, however, was the effect of this new volume of summer business on the company's production plans. Instead of reducing schedules and throwing workers out of employment as is usual in nearly every seasonal industry, Gulbransen was

able to operate on a steady, normal and economical scale.

What the company did to overcome the summer slump should be interesting to sales executives in other fields, for the reason that there is nothing in the idea that won't work as well for a number of other products as it did for pianos. Nor is there anything complicated or bewildering about the plan and its execution. It produced results largely because of its simplicity and apparent logic. Gulbransen did not even offer prizes or other incentives to dealers' salesmen in order to get them to follow out the plan.

## SUMMER SLUMPS NOT INEVITABLE

Nearly every business has its off seasons which are accepted as such for reasons that frequently are more fancied than real. There is no use denying or belittling the fact that there are times when it is harder to sell some kinds of merchandise than others; when weather, buying habits and an unusual situation with a group, such as unemployment, combine to cut down sales. At the same time, many manufacturers and salesmen take it for granted that their sales must melt with the summer sun without finding out whether it is necessary or not. In other words, they look on the summer slump as inevitable. It takes less effort to do that than to dig into the question and see what can be done about it.

"The piano business has always been regarded as a seasonable business," says Walter Kiehn, advertising manager of the Gulbransen Company. "The manufacturer knows that the last six months of the year, which, of course, includes the holiday season, will be busy. He expects to sell pianos

in lesser volume during the early months of the year and as a rule looks for dull times in July and August. Two years ago, we asked ourselves why this summer slump should cut into sales year after year. We found obvious answers to the question. Some of them proved to be real and reasonable but many were no more than flimsy excuses for not working hard.

"One of the reasons why the music dealers' men didn't sell pianos in July the way they did in November was that few of them had ever thought very much about the matter. Most of those who had tried to analyze it lacked the necessary facts or the initiative to follow through to the conclusion to be deduced from the facts. Clearly, it was up to us to provide the facts and the inspiration that would get salesmen to make a bigger effort to sell in spite of the thermometer, vacations and all the other well-worn bromides that salesmen get acquainted with so quickly.

"To start off, we based our plans for beating the summer slump on four points which we realized we must sell to the music dealer and which both he and we must sell to his salesmen. The first of these was that the place to sell Gulbransens is not in the store but in the prospect's home, especially during the summer months. The drop-in trade is, of course, what the dealer wants, but at the same time we knew we must convince him that the only way for him to get anything like his real potential of sales out of his community is to send his men out to call from house to house.

"The other points on which our effort to overcome summer sales lethargy is based are so obvious that I need not spend any time explaining them. They are simply:

"1. Summer days are longer and offer a salesman the chance to see more people, to make more calls and do more selling.

"2. Homes are more accessible in the summer. Salesmen frequently load a Gulbransen into a small truck and take it out with them on

their calls. They can't do this in the winter when roads are hard to travel. Therefore, the summer offers them their best opportunity to get at the prospect who lives a good many miles from town.

"3. The summer offers the dealer his best opportunity to get part-time men such as students, teachers, etc., who are anxious to make as much money as possible during the summer vacation and who will, accordingly, follow instructions.

"For a long time we have taught dealers' salesmen how to demonstrate Gulbransen in a most thorough manner in the store. These salesmen know how to verify every claim that we or they make for the instrument and how to instruct the purchaser in playing. What they did not realize was that sales made in the store really represent only a small part of the sales that can be made when a salesman gets outside and uses his knowledge. The summer season is actually the most logical time for this. As we reasoned out our plan, we became convinced of this point and the results for two years have proved it unmistakably."

#### A CONTEST WITH NO PRIZES

The Gulbransen Company announced in its house-organ and through mailing pieces, two years ago, that it would hold a "Beat the Summer Slump" contest for salesmen. One of the rules was that the only sales that would count would be those made as the result of outside work and solicitation. The company offered no prizes, for the reason that practically all dealers' salesmen work on commission. Their compensation from increased sales would pay them well for any extra efforts the company felt; and the lack of any awards other than publicity in "The Gulbransen Bulletin" has not proved a handicap.

With its mailing list made up of the names of dealers' salesmen, the company began a campaign of letters to the men well in advance of the first of July. In this it sold the market for Gulbransen.

How can anyone hope to advertise with maximum success in *any* medium *except* the one for which the public has indicated the greatest preference? The public decides. Think of its preference for The Indianapolis News!

FRANK T. CARROLL  
*Advertising Director*

New York  
DAN A. CARROLL  
110 E. 42d St.

Chicago  
J. E. LUTZ  
The Tower Bldg.

Apr. 22, 1926

that existed in the territory around every dealer, not only the homes in the dealer's town but those several miles distance. Then, it sold the summer months in each letter of the series as the finest time of the year to solicit these outlying homes. The men were equipped with booklets, floor patterns and other company literature and dealers were urged to put on demonstrations, advertise by means of direct mail and newspapers, to use the telephone and window displays.

Two years ago, the summer spurt campaign was largely experimental. Nevertheless, several hundred salesmen jumped into it. The sales they made proved to them and to the company that people could be sold just as well in the summer as any other time and better in some cases. One man, who turned in a record of twenty-eight Gulbransen sales in two months besides selling other musical merchandise, made his nearest sale twenty-six miles from his store. One was made forty-seven miles away. Last year, 600 salesmen in thirty-one States sent in result sheets covering July and August activities and in each case the State leaders' performances were ahead of the preceding year. During these two so-called dead months, the salesmen who entered the contest sold Gulbransen registering pianos at nearly the same rate that the company's factory can produce them. The only sales that counted in this case, it is worth remembering, were made outside of the music dealers' stores.

The man who lives in or close to one of the metropolitan cities will doubtless have some difficulty in picturing a piano salesman putting his merchandise into a small truck and going out to sell it. In the country sections, the situation is different. Many salesmen use this method regularly, giving demonstrations in front yards, at cross-roads, in fact at any spot where people can be found to listen. One salesman who works in West Virginia says he got results when he drove his Ford half way down a street and

started the piano playing. "If I went from door to door," he explained, "little Johnny would come and tell me his mother wasn't home. So I let the piano play for about two minutes in the street. The music knocked on nearly every door and opened it by the time I mounted the stairs."

"We believe that the big problem of our industry today is under-consumption," says Mr. Kiehn. "But the thing behind under-consumption is under-merchandising. Some dealers put a lot of ingenuity, a lot of money and a lot of work into the job of running their stores. The one point they fail to set a true value on is the fact that, today, pianos must be sold in the homes of prospects and not in stores. The desire for a piano must be created by advertising and the salesman in the home. Outside selling has become one of the most important details, if not the most important, in the distributive side of our business.

"If we are logical in putting such emphasis on outside selling, then we are right in aiming at making the summer months big months instead of letting them go to waste. In the two years that we have tried to turn the summer slump into a spurt we have sold enough additional merchandise to adjust production most favorably in our plant. We have awakened many dealers who otherwise would have slept all summer so far as our products are concerned. For the most part, they have always wanted to sell in the summer time. But they thought it couldn't be done. A mental hazard and the lack of a little information effectively restrained them."

#### Spring Campaign for Moth Preventative

A spring advertising campaign has been started on Dono-Cedar, a moth preventative, which is applied to the inside of trunks, drawers, etc. It is made by the Don-O-Lac Company, Inc., Rochester, N. Y. Magazine, business paper and direct-mail advertising are being used.

The advertising for this product is directed by H. C. Goodwin, Inc., Rochester advertising agency.

# *lir* Times

Perhaps the constant round of parties has begun to pall on some of Montclair's younger set, or perhaps the business urge has won out over the social urge. Anyway, a number of the junior league members and some of their debonair friends have gone in for business.

The experiment in commercialism is only temporary, but some of the girls believe it will lead to permanent positions.

For a month an office has been secured in Room No. 10, the new post office building, and has been furnished and equipped as an up-to-date business establishment. Here every day will be found several girls, busily engaged in securing subscriptions for a popular magazine. Some of the girls are carrying on their campaign over the telephone, while others consider the personal contact method more effective.

tive. Whichever way they have chosen, the girls have gone into the proposition with a whole-hearted enthusiasm.

The magazine is one that has a particular interest for women, and the campaign offers a two years subscription at a great reduction in price. Added to the attraction of buying the magazine is the charm of purchasing it from these young women who are entering the business world for the first time.

The *Débutante Plan*  
also operates  
in  
New York's  
Smartest Suburbs

# Harper's Bazar

Apr. 22, 1926



Business Boston is  
a wheel—not merely  
a hub

## BOSTON is a rich market—but *Business Boston is richer still*

You know that Boston is an unusually wealthy and thriving city, but do you realize that the Boston trading area, which forms Business Boston, is the fourth richest market in the country? It is! And it is also, except for New York, the most concentrated market in the country.

For Business Boston—the Boston you want to sell—is not just the old Boston of 779,620 population. It is also the 40 towns, containing 1,808,845 people, within 15 miles of the center of the city. The territory beyond, still within an hour's ride, contains a million more!

Take full advantage of this rich market. Make your advertising appropriation for Boston worthy of the opportunities there. But—



The Union Square, Somerville. In this thriving community live a total of 99,032 people or more than twenty-one thousand families. They are within 15 minutes of the center of Boston—to all practical intents and purposes they are Boston.

### *Be warned about this!*

Boston is a peculiar city—for advertisers! The reason is simple. The Boston market is a divided market. The population is composed of two great groups that differ in origin, in sentiment and tradition so sharply that no one newspaper can successfully appeal to both.

Of the four major newspapers in Boston, three appeal to one of these great population groups. The other, and more important group, is covered by the Herald-Traveler only. Thus, to cover Boston adequately, you must use the Herald-Traveler and at least one other paper.

Let us tell you more about this unique situation and about the great Boston market. A request on your business stationery will bring our booklet: "Business Boston," promptly.

## BOSTON HERALD-TRAVELER

Advertising Representative: George A. McDevitt Co., 250 Park Ave., New York City  
914 People's Gas Building, Chicago, Ill.



For five years the Herald-Traveler has been first in National Advertising including all financial advertising among Boston daily newspapers

Apr. 22, 1936

**KMJP**

## New Radio Station About May 1

**Will create greater  
buying interest and  
radio enthusiasm**

Over half a million Journal-Post readers will be interested in your radio advertising—readers who are potential buyers of radio sets, kits and equipment.

Optional combination rate morning and evening, morning and Sunday, evening and Sunday, your choice during any calendar week for 40c an agate line.

*Advertise to This Big  
Radio Audience*



# Kansas City Journal-Post

LORENZEN & THOMPSON, INC.

Chicago

New York

San Francisco

Seattle

# When Should a Business Go into Other Lines?

Why the National Cloak & Suit Company Is Adding General Mail-Order Merchandise

An Interview by John Allen Murphy with

**Herbert C. Freeman**

President, National Cloak & Suit Company

NEARLY every business, today, from the little corner store up to the giant manufacturing company, is adding to its lines. The large corporations are either bringing out new products or are merging with other companies so that they will have more things to sell. The corner specialty shop is beginning to handle merchandise that heretofore was regarded as foreign to its field.

There is a definite reason for this tendency. Of course, business men have always been anxious to increase their sales. But today they are more anxious than ever before. They feel that running up their volume is the only way they can offset the ever-increasing overhead to which most businesses are subject. Increased volume has other offsetting advantages. It helps to minimize the smaller margin of profit under which business is obliged to operate during strenuously competitive periods, such as we are now passing through. Increased volume utilizes idle plant capacity. It decreases selling cost. It enables the company to purchase its stock or raw material to better advantage.

Since it is easier to get additional volume by increasing the range of the line than in any other way, the present expansion trend in American business is understandable. Among the large companies that are aiming to develop their business in this manner is the National Cloak & Suit Company.

I called on Herbert C. Freeman, the president of the company, and asked him to tell something about the organization's present program of expansion. I told him that I thought the readers of PRINTERS'

INK would be especially interested to know why the company is departing so radically from the policy that it has pursued in the past.

"We are not making any radical departures from past policy," Mr. Freeman replied. "It is true that we are adding lines of merchandise that we have not carried heretofore, but our policy always has been to increase our variety whenever the opportunity offered. The history of the company is one long succession of expansion along these lines.

"When the National Cloak & Suit Company was started in 1888, its business consisted exclusively of selling made-to-measure coats and suits by mail. The first step toward increasing the scope of the business came when ready-made wearing apparel was added to the line. This step was even more radical than our present venture in cataloguing general mail-order goods, in as much as it was the first departure from the original conception of the business. In taking it, we established our development policy.

## THE NEXT STEP

"The next forward movement we took was when the company began to handle all textile lines. As our line of ready-made wearing apparel, both for men and women, was developed until it amounted to a large business, we dropped the made-to-measure service. In other words, the evolution of the business had progressed to such a point that we found it advisable to abandon the department on which the company was originally established. I think this is a point worth em-

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phasizing. If the company had been content to confine itself to the made-to-measure clothes service, it obviously could not have grown to its present size. However, by modifying the business from time to time, the management not only met changing conditions but it also placed itself in position to profit by the opportunities which these changed conditions presented. If any one factor contributed more than others to the success of the company, it was undoubtedly this receptive attitude which it maintained toward ideas for the expansion of the business.

"It was 1916 when the company took this last step in adding to its lines. By that time, the volume of sales had grown to \$21,000,000 annually. As a result of continuing to merchandise the line as established in 1916, that is a complete and varied assortment of apparel for men, women and children, the business has since grown to upwards of \$46,000,000 yearly. Up to this year, however, we remained a wearing apparel and an apparel accessory house. During this period, we have offered other merchandise that perhaps could not be grouped under this classification, but these offerings never amounted to more than a trifling percentage of our stock.

"Not until this year, however, did we definitely depart from our status as an exclusive ready-to-wear house. We have recently added the following lines to our stock:

- Carpets
- House Furnishings
- Wall Paper
- Electrical Appliances
- Automobile Tires and Accessories
- Candies
- Stationery

"In addition to these articles, we are also preparing to catalogue stoves, vacuum cleaners and paints. Still other lines will be added as we can develop necessary market resources and establish relations with dependable sources of supply.

"Let me make it clear that we do not intend to lessen one whit our activity in pushing the apparel end of our business. We

are going to remain a complete ready-to-wear house, but will no longer be an exclusive ready-to-wear house.

"Now as I understand it," continued Mr. Freeman, "you would like to know why it is that we have launched this particular program of expansion. There are two main reasons for it. The first one is that during the last two or three years, certain radical changes have taken place in women's wearing apparel. It would seem as though some of these changes have come to stay. The decided slowing up of the demand for such fashion lines as suits, waists and skirts and the simplification of wearing apparel in other directions has caused a falling off in the volume of sales in these departments.

"It is true that these maneuvers by Lady Fashion have brought unwonted prosperity to other lines, such as dresses and silk hosiery. The increase in these departments, however, does not begin to make up for the losses in other directions. The bold fact is that women are not wearing one-third the amount of clothes they did formerly. A shrinkage in volume is, therefore, inevitable. The first reason, then, for putting some general merchandise in our catalogue is to make up for the loss sustained by these fashion changes.

"The second reason is we feel that this switch in merchandise demand offers us another opportunity, such as we accepted in 1916 and many years before that, when we added ready-to-wear to the made-to-measure line. As I said before, it has been the company's willingness to adapt its lines to the changes in mercantile conditions that has contributed the most to its expansion.

"Of course, we do not deserve any special credit for that. It is nothing more than any good merchant does. Every merchant must constantly be making changes in his stock to meet the dictates of fashion, to keep up with invention and to give the public the better standards of living which it is demanding. There are hundreds

ONLY popularity based upon sheer merit could enable the Chicago Evening American, selling at a 50% higher price, to lead the second evening paper by more than 135,000 in daily average net-paid circulation.

## CHICAGO EVENING AMERICAN

A good newspaper

*Daily Average Net-Paid Circulation  
for March, 1926 —*

**542,595**

of articles sold every day now which were not even in existence when the National Cloak & Suit Company started thirty-eight years ago. This means that the opportunity for business today is many times greater than it was in 1888. The demand for merchandise outside of the wearing apparel lines is increasing vastly in all directions and we must be prepared to furnish our customers with the merchandise they need.

"Another angle to the question is that the mercantile institution that is thoroughly established and has thousands of regular customers is in position to do more business. Very few companies, particularly in the field of distribution, are operating to capacity. There is a period in the day, in the week and in the year when their capacity is largely idle. Perhaps these valleys can never be entirely filled in, but they can be partially filled. A good percentage of a store's customers may be giving the establishment all their business in the merchandise it carries. The only way the store can get more business from these people is to add other lines to its repertory. There, again, we have another explanation of the present expansion program that is going on in American business.

"It is evident that merchants in all lines are beginning to realize that once they gain the good-will of a customer there is the opportunity of constantly doing a larger volume of business with that customer. Perhaps you have noticed that the exclusive modiste establishments along Fifth Avenue are now carrying dress accessories. Accessories have become the most important part of a woman's attire. A woman nowadays is not ready for the street until she has been curled, perfumed, rouged and lip-sticked. Her hosiery, slippers, handbag with its face-repair kit, necklace, handkerchiefs and such articles are every bit as important as her dress and outer wraps. These stores have found that when they are selling a woman her gowns it is easy to sell her the equally important acces-

sories. Because the store handles these whatnots of a woman's attire the average sale is larger.

"I repeat that the National Cloak & Suit Company recognized this selling philosophy almost from the beginning of its career. We have carried dress accessories, toilet articles, some jewelry and things of that character for several years. Merchandise of this kind logically goes with wearing apparel and there is no reason why the apparel house should not sell it. Now, however, we are carrying the idea further. The catalogue of the mail-order house is equivalent to the retailer's store. If it is good policy for the retailer to try to keep his store selling to its full capacity, it is just as advisable for the mail-order house to try to make its catalogue sell up to its capacity. The mail-order house has its regular customers. Out of our total distribution of catalogues, upward of three and one-quarter million go to customers who have bought from us within a comparatively recent period, and a great many more are sent on request to people who were customers in former years and have come back to us again. We have hundreds of thousands of patrons who have been buying practically all of their apparel from us for years. If we want to get more business from these people, the only way we can do it is to carry more lines.

#### LATENT GOOD-WILL

"When customers are giving us most of their apparel business, the company is evidently giving them satisfaction. It has gained their good-will. There is no reason, then, why it should not be able to sell them house furnishings, electrical appliances and automobile accessories as well as clothes. That is the principle of merchandising on which our expansion policy is based. Our catalogue, our list of customers, our good-will and established methods of doing business, give us distributing facilities the possibilities of which are almost inexhaustible.

(Continued on page 41)

## "An American Tragedy"



HIS new novel by Theodore Dreiser, perhaps the greatest living American realist, is a *true story*.

Fourteen years ago the newspapers published the story of the sordid romance between Chester Gillette and the pretty little factory girl he wronged and murdered.

Dreiser has taken this incident from real life and he has made a great, moving story out of it—a story that, in every essential feature, was prominently in the news a few years ago.

When the possibility of making millions think through the medium of a true story

guides the pen of a man like Dreiser, how much greater is the lure of the true story to the public which pays over half a million dollars monthly for the privilege of reading TRUE STORY Magazine.

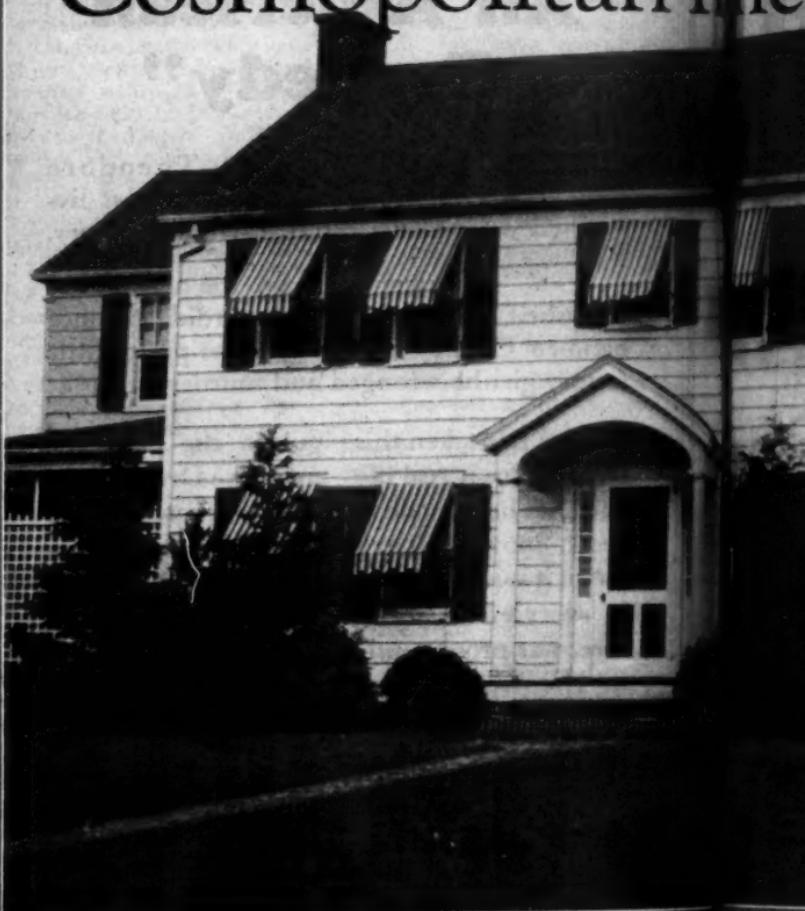
We compliment Mr. Dreiser on having written a masterpiece.

# True Story

*"The Necessary Two Million+"*

"GREATEST COVERAGE—LOWEST COST"

# Cosmopolitan H...



*In the Wealthy Suburbs  
of a Great City....*

{ *These facts are from Cosmopolitan's  
reader survey of 87 cities* }

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Hines



*A Cosmopolitan Home in One of the Suburbs Mentioned*

HERE, in the wealthy suburbs of a great city, many an advertiser finds his most desirable prospects. Consider, then, Cosmopolitan's standing in some such suburbs of New York.

In Garden City, L. I. one literate native white family out of seven reads Cosmopolitan.

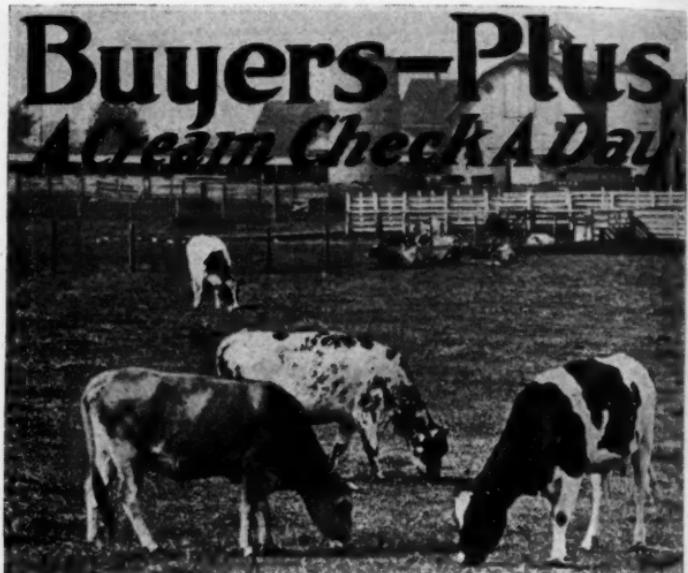
In Morristown, N. J. one out of four.

In Bronxville, N. Y. one out of three.

In Greenwich, Conn. one out of three.

What have you to sell them?

Apr. 22, 1926



*Series 19*

Take a gross income of more than \$5,000 each year. Add rent and at least 25% of the family food budget. This gives a picture of the financial status of the average DAIRY FARMER Subscriber.

Since the Dairyman has a labor income of from three to four times that of the average farm operator, his buying power and needs are in direct proportion.

THE DAIRY FARMER will carry your message into more than 250,000 of the best Dairy Farm Homes.

# The Dairy Farmer

E. T. MEREDITH, PUBLISHER  
DES MOINES, IOWA

A going mail-order house controls a channel of distribution which offers manufacturers in countless lines a quick route to the market.

"It is, of course, fundamental with us that a new line of merchandise must be developed by close co-operation between us and the manufacturers whose products we are introducing. The manufacturer who cannot visualize the particular relationship of confidence which must exist between the customer and the distributor in the mail-order business can never expect to become a factor of much importance as a source of supply for the mail-order house.

"Branching out into lines of general merchandise has made it necessary for the company to change its catalogue somewhat. The National catalogue has always been a style book. Now we must give it a more general appeal. However, since an overwhelming proportion of the catalogue is still devoted to apparel, we must not altogether rob it of its style appeal. Our first catalogue under this new policy, that of 'Spring & Summer, 1926,' remains a style book, but it also has some of the aspects of a general merchandise catalogue. We accomplished this by altering the cover of the book radically, by giving a different twist to the opening pages and by devoting many pages of the book to listing new lines.

"The cover is quite a departure for us. For years, the National cover contained a colored illustration, with a price, of what promised to be one of the most popular garment numbers of the season. If our selection of the number for the cover proved to be wise, the cover often brought in more orders than any other page in the book. Last year, we departed from that plan for the first time. The 1925 cover contained a style appeal but the illustration was idealistic and not a specific number in our line. At first glance, the current cover may look like a cubist's drawing. Instead of cubes, however, the shapes are diamonds. Into a number of them are drawn camping, radio,

bedroom, living-room, dressing table and other scenes, typifying the kind of merchandise to be found in the catalogue. The dominating central panel contains a distinct style appeal, thus letting our customers know that after all apparel is still our principal line. The inside front cover features several bargains taken from the new lines to be found in the book. This is followed by a page signed by the management in which the new policy of the company in going in for general merchandise is explained.

#### COPY HAS BEEN CHANGED

"In order to emphasize this new forward step in the business, national advertising also has been changed. Readers of PRINTERS' INK who are familiar with the history of the company, know that our advertising appeal has been varied from time to time to meet changing business conditions. In the main, though, our advertising has always stressed the style character of the business and brought out the fact that the garments shown in the catalogue were the 'latest New York fashions.' Once a mail-order business is well established, one of the purposes of its advertising is to get its customers to use the catalogue more. An established mail-order business gets a tremendous distribution for its catalogue merely by sending it to all customers who have ordered within a comparatively restricted period. Of course, a company is always anxious to get new customers, but in getting them it has been found best to advertise the business primarily and to make the catalogue only an incidental part of the advertisement.

"In our 1926 advertising, however, the catalogue is being played up conspicuously. It is being featured prominently in connection with the caption, 'This is Your Copy of the National Money-Saving Catalogue.' Because of the fact that we added general lines, we are anxious to get the catalogue into the hands of as many prospects as possible. Our regular customers have re-

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ceived the catalogue in the usual course. Our advertising will reach them, also, and will make them realize that the catalogue now contains more lines, in the event that they overlooked this fact in their first examination of the book. The advertising will reach old National customers, who for one reason or another may not have ordered recently and therefore would not have received a copy of the catalogue unsolicited. By letting these old friends realize that National service has been greatly extended, we find that we are resuming business relations with thousands of them.

"Let me make it clear that the catalogue is by no means all of the current National advertising. The copy makes it plain that we are now attempting to supply the family with most of its needs. It explains that the same policies that have built up the National's apparel business will be followed in building up a patronage on these new lines. Coupons are being featured in all of our 1926 advertising. The reason for this is that we have found that coupons are red flags which stop the reader who may be leafing her way through a publication.

"There is another thing which we are going to do which may be of interest. We are going to sell some articles, such as oil stoves and ranges, on the instalment plan. There may be certain objections to the instalment method of selling and also it may seem inadvisable for a house like ours that has built an enormous business on a cash basis to begin selling on credit. At the same time, if we are going into a general merchandise business, we must accept the conditions under which some of this merchandise is commonly sold. If an electrical appliance is nearly always sold on instalments, we cannot expect to do any considerable business on such a product unless we provide a similar accommodation. In years gone by, the National attempted to sell sewing machines and phonographs, but had to abandon them because it was too seriously

handicapped by its cash policy in competition with the prevailing credit plan on which these articles are customarily sold. Of course, the products which we will sell on instalments will be so few in proportion to our total line, that our credit business will be but an insignificant proportion of our whole volume."

### J. A. Moore Leaves Hearst Organization

Joseph A. Moore, who has been associated with the Hearst organization for the last eleven years, has resigned as president and treasurer of the New York American, Inc., publisher of the New York *American*, which has been under his active management, and as treasurer of a number of other publications and organizations controlled by William Randolph Hearst. Mr. Moore also has been a member of the Hearst General Management and a member of the executive council of the Hearst Corporation. It is reported that he will become engaged in the magazine publishing business.

For six years prior to joining the Hearst staff, Mr. Moore was associated with the *People's Home Journal*, disposing of his common stock interest in that publication, of which he had been manager of the business end, in the latter part of 1914. Several months later he joined the Hearst organization as business manager of *Good Housekeeping*. He was elected vice-president of The International Magazine Company in 1917 and, two years later, was elected to succeed Julian Gerard as treasurer of the Star Company, which published the *New York American* and *Evening Journal*.

### T. R. Williams Advanced by Oliver Newspapers

Thomas R. Williams has been elected vice-president and assistant publisher of the Newspaper Printing Company, publishing the Pittsburgh *Gazette Times* and the *Chronicle Telegraph* of which George S. Oliver is publisher. Mr. Williams has been with the George S. Oliver Newspapers for the last two years. Prior to that time he was business manager of the Pittsburgh *Press*.

### N. T. Brotherton Starts Own Advertising Business

N. T. Brotherton, who has been in the advertising agency business in Detroit for a number of years and who was formerly advertising manager of The Ford Motor Company, has started an advertising business at Detroit under the name of The Brotherton Company. E. W. Andrews, formerly with the Campbell-Ewald Company, has become vice-president of the new company.

# Executives of Rare Discrimination!

IN the course of an inquiry recently in one of the country's largest advertising agencies, it developed that thirty out of fifty executives were readers of **THE WORLD** exclusively each morning.

Mark this well: they do not read **THE WORLD** and some other morning paper. They read **THE WORLD** exclusively!

These men are entrusted with the spending of huge sums for advertising. Their minds are of the keen, alert type that demands a high order of intelligence in their newspaper fare.

The fact that **THE WORLD** is their favored paper indicates a marked degree of discrimination that has its advertising significance.

**The World**

*The Three-Cent Quality Medium of  
America's Greatest Retail Market*

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



## Death of John Budd

**Long Active as Publishers' Representative and Head of The John Budd Company, Which Succeeded to the Business of A. Frank Richardson—Made His Associates Partners in His Business**

**JOHN BUDD**, president of The John Budd Company, newspaper advertising representative, died at New York on April 18. The report of his death was issued just as many of his friends in newspaper publishing were arriv-



JOHN BUDD

ing in New York to attend the publishers' convention. Mr. Budd was fifty-eight years of age.

He was taken ill last October and went to Florida to recuperate. His efforts to regain his health were unsuccessful and he returned to New York last month, unimproved.

Mr. Budd began his career with the Williamsport, Pa., *Grit*, with which he continued until 1902, when he became engaged in the publishers' representative field. In that year, together with Fred I. Thompson and the late William H.

Smith, Mr. Budd took over the business of the A. Frank Richardson agency, which became Smith & Thompson. Mr. Budd was manager of the Chicago office. Later, Mr. Budd joined the New York office and the business became Smith & Budd. In 1910, the firm name was changed to The John Budd Company. Mr. Budd continued to use the trade-mark originated by the late Mr. Richardson. This trade-mark is in the form of a red seal on which appear the words "Known Circulation."

When Mr. Budd organized the business under his own name, he took in as partners seven of his associates. His organization has continued with but slight change since that time, a majority of his executive staff having been associated with him for fifteen years and longer. The company represents a list of more than twenty newspapers, most of which are located in the South.

Mr. Budd was an energetic force in promoting the interests of newspaper advertising representatives. In a speech which he made before an advertising convention at Baltimore in 1913, he urged that publishers take the lead in substituting the designation "salesman" for the terms "solicitor" and "foreign representative."

"The paper can help its representative in the field," said Mr. Budd, "by immediately tabooing those things which lead to his designation by the word solicitor and substituting activities along lines that will enable them to properly designate him as salesman."

A tribute to the strong friendships which Mr. Budd made through his business career is the fact that he has been representing most of the newspapers on his list for more than fifteen years. Among these is the Williamsport *Grit*, with which he was associated so early in his career. It is said of him that every one of his publishers was his strong personal friend.

Mr. Budd was a member of the Six Point League and a charter member of the Advertising Club of New York.

# PROPHETS to the trade

THE business of being a prophet is a delicate one. Particularly when fact follows so quickly upon prophecy as it does in matters of fashion.

*Such a mode as the gigolo runs across the country like wildfire.*

*Suddenly, all young men insist on wearing their hats turned down.*

*Furniture ceases to be "mission" and becomes "early American," and garrets are ransacked for ancient treasures now become smart again, no one can say exactly why.*

It is the task of the stores to foresee such shifts in taste, and just at the right moment to offer the new thing to their public.

It must be exactly right. It must be exactly timed. A little too early, and the store must carry an expensive and depreciable stock over inventory. A little too late, and not only does the store lose its prestige, but it may have to sell off at heavy loss.

Many thousands of dollars are at stake on the simplest whim of the mode, and early, authentic forecasts of what will be accepted are valuable beyond price to stores.

## The forecasts of Vogue, Vanity Fair, House & Garden, have proved their accuracy over many years.

For example, here are a few specific modes forecast accurately, months before they became generally accepted by the public:

### VOGUE FORECAST

The chemise dress .....	Nov. 1918
The French shoe .....	Dec. 1919
The bandanna handkerchief .....	June 1921
The tailored suit .....	Feb. 1923
The Reboux small felt hat .....	Apr. 1923
The Chanel two-piece dress .....	Sept. 1924

### VANITY FAIR FORECAST

Pleated trousers .....	June 1920
Plus-four knickers .....	Dec. 1921
Guards' coat .....	Jan. 1922
Short waistcoat .....	Jan. 1922
Diamond weave day clothes .....	Sept. 1923
Deauville sandals .....	June 1924

### HOUSE & GARDEN FORECAST

Hooked rugs .....	June 1918
Early American furniture .....	July 1921
Hanging bookshelves .....	Apr. 1923
Revival of wallpaper .....	Apr. 1923
Modernist interiors .....	Jan. 1924
French provincial furniture .....	Feb. 1924

These accurate forecasts are nothing unusual or special. Similar ones are made in every issue of the three magazines, through the constant reporting of what smart people are wearing and saying and doing and putting in their houses, and what will therefore in time automatically become the general mode.

**Stores and manufacturers, observing these accurate forecasts, asked us to give them Advance Editorial Trade Bulletins.**



*All these Trade Bulletins are mailed two weeks in advance of publication of the magazine to paid lists of trade subscribers.*

Nobody gets these Bulletins free.

There is no mailing to any indiscriminate list.

To get these Bulletins, the recipient must prove a direct active connection with the buying or merchandising of a store or manufacturing plant, and enter a paid trade subscription to the magazine.

This cannot be said of other trade bulletins.

"But," you may say, "do not the trade journals forecast the mode?" They do. And excellently. But they must not discriminate.

Apr. 22, 1926

## All classes of modes must be shown by the trade papers, for all classes of trade.

The Condé Nast Group, catering *only* to people of taste, select from the thousands of modes launched every season only those few choice things which long experience, trained observation, and critical judgment indicate will meet with the sanction of the leaders of the mode, and will spread from them to the general public.

These are presented, in compact form, in every Trade Bulletin, to the buyer eager to anticipate the tastes of leading customers.

This is why the intelligent buyer studies the editorial pages, checks the advertising pages, and reads the Advance Editorial Trade Bulletins of *Vogue*, *Vanity Fair*, *House & Garden*.

*It is this unerring ability to select that makes the Condé Nast Group so powerful a factor among those who buy and sell the mode.*

VOGUE  
VANITY FAIR  
HOUSE & GARDEN

# THE CONDÉ NAST GROUP

*All members of the Audit Bureau of Circulations*

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# How Salesmen Should Analyze Their Sales

And the Benefits to Be Derived from Such an Analysis

By J. H. Rabe

Sales Manager, Rice-Stix Dry Goods Company

**S**ALESMANSHIP is an art. If we want to master an art, we must study. If we want to study, we must analyze, so, if we want to master the art of salesmanship we must have for our foundation a thorough analysis of our sales, both before and after they are made.

Now, as the art of salesmanship is one continuous series of problems, and the proper way to solve a problem is thoroughly to analyze it, it stands to reason, that the most important thing in successful salesmanship is the thorough analysis of the sale both before and after it is made.

We begin by analyzing the approach, studying the effect that our previous approaches might have had on our customers, and trying to figure out just what effect our proposed approach will have on our prospective customer, bearing in mind at all times, that the main idea that we want to put across, is to leave the best possible impression on our prospect, of the house and of ourselves.

There is no particular stereotyped approach that is necessary. In fact, the salesman who is the most versatile, and who has the largest number of satisfactory approaches at his command, and can adapt himself and his approaches to any conditions or circumstances that he may run across, is going to be the man who will be the most successful with his approach.

I recall a very striking example along this line. Three of us dry goods men got into a small town together. There was only one outstanding merchant in the town, so we all had to work on him.

Extracts from a talk delivered on April 2, before the Sales Managers Bureau of the St. Louis Chamber of Commerce.

Two of us had sold him before, but the third man had never been to the town nor had his house ever sold the customer. As we walked into the store, the merchant spoke to the two of us that he knew, and we in turn introduced our third friendly competitor to the customer. In his opening remarks to the customer he said, "I represent the rottenest dry goods house on top of God's green earth," and after a moment's pause, followed by saying, "Of course, that is what my competitors say, but I do not altogether agree with them, for I believe that I am showing today, the niftiest and the most beautiful line of wash goods that is shown in the country today, and if you will grant me a few minutes of your time, after you finish with these gentlemen, I know that it will be profitable, both to you and to me."

## STUDY SALES ARGUMENTS

Next, we must study our arguments. The arguments are the strongest part of the actual making of a sale, for without satisfactory arguments, you have no chance of interesting your customer or making the sale.

You must begin by having an unlimited supply of arguments in favor of your product or your line. There is no chance of getting too many. After you have a liberal supply of arguments in favor of your line, you must then study and have at your command a satisfactory answer for any possible objection that your customer may have to your line or to the article that you sell. After you have mastered these two parts of your arguments, you must study the lines of your competitors so you will be able to turn any remarks that your customer may make about their lines to an

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argument in favor of your own. Next, you must analyze your close, and you must analyze your close very carefully, for many a sale has been carried along successfully up to this point, and then has been very materially hurt, or has been lost altogether by an unsatisfactory close. You must study your customer from the time that you start, until the psychological moment arrives when you must bring the sale to a close. That must come to you by intuition, and you will learn that only by carefully studying your previous experiences. When you become accustomed to studying your customer, you will see if the time has arrived when you should bring your sale to a close, and ask for the customer's signature on the dotted line.

I recall my own personal experience on my first trip. I did manage to sell enough goods on that trip to get a chance to go back the second time, but I was not satisfied in my own mind with the results, nor the manner in which I had handled my customers.

When I got back to the house, I spoke to several of the more experienced men and told them in detail of my dissatisfaction and asked if they could give me a suggestion for an improvement. They said that it appeared to them, that my fault lay wholly in my lack of analyzing my sales and suggested that if I would analyze each movement in the making of the sale, and then follow out some definite orderly program in the showing of my merchandise, they felt that it would help me very materially.

I tried that system on my second trip, and I found the results so satisfactory, that I followed that practice so long as I was actively engaged in the work of selling.

In the dry goods business, we have three different kinds of salesmen.

Number one—usually goes into his customer and asks him if he needs anything in his particular line. The answer usually is "No," and the result in most of the cases

is that the man loses his job in very short order, unless he changes his tactics.

Number two—is a little better than number one, for he does succeed in interesting the customer to some extent and he does sell the customer some goods. He carries his sale along successfully to the point of bringing his customer to the sample room to sell him his bill from the line he has on display, and about the first question that he will ask is: "What is the first thing you have on your want list?" This salesman will sell a man all of the goods he has on his want list, and if he is lucky, he may get an item or two beyond that, but very little beyond what the man has on his want list, or what the customer knows that he wants. The result of this man's efforts, as a usual thing, is that he holds his job until the house can get a good man.

#### THE IDEAL SALESMAN

Number three—is the ideal salesman of the dry goods line. He is the man who analyzes his sales. He does not ask the customer whether he needs anything or not, nor does he ask the customer what the first item is on his want list. On the contrary, he takes for granted that he is going to sell the customer, and he knows that he is going to sell him all of the items that he has on his want list. The things that interest him most, are the items that are not on the want list, and the items that the customer has not been handling, and that the salesman feels that the customer should put in.

He has thoroughly analyzed and divided his line. He takes the customer over his line in a systematic way and the result of his operations, as a usual thing, are that he has sold his customer two, three, or four times as many goods as the customer had on his want list. He is the man who increases his volume, and who is a satisfactory man both to the customer and to the house.

He analyzes his line in this way. He begins by dividing his entire line into the various departments of the house. He then divides the

merchandise in each of these departments by kinds, and then divides each one of these kinds in as many divisions as he possibly can, and then works over his entire line after it has been analyzed and divided in this way, until he has worked it with a fine-tooth comb, and has every single, solitary item that there is a possibility of the customer buying.

The benefit of such analysis and division was illustrated to me very clearly by a young man who was sent down to me to sell a special line of hosiery. He was a pleasant, affable sort of a chap, made friends easily, not afraid of work, and had every one of the natural requirements of a salesman. Always had sold plenty of bills, but the bills were usually small. After he had been with me only a day or so, I saw immediately what his trouble was. He sold four kinds of hosiery, men's, ladies', children's, and infants', and then he was through. I suggested to him, that he divide each one of these kinds of hosiery into four different groups, cotton, lisle, fibre, and silk, and then in turn divide each of these divisions into blacks, whites, and colors, thereby having forty-eight different divisions to show, instead of four.

He said it sounded reasonable, and he would follow my advice and the result was that in less than no time, this young man had the reputation of being one of the most thorough hosiery men that traveled in our section of the country. After a while it became common talk, that after he had sold a man a hosiery bill, there was no use of his competitors working on that customer because he had sold the customer every pair of socks that the customer could possibly buy.

Analyzing the sale will increase the earning capacity of a salesman by improving his ability to merchandise his customers' purchases.

Now you may say that merchandising the purchases is not the duty of the salesman, but is the duty of the buyer, and I grant you that this is correct; but the successful salesman today is the

man who not only does those things that he is supposed to do, but goes one step further and helps his customer along lines of this kind.

There is nothing that will tie a customer to you and will gain the customer's confidence more than the practice of helping him merchandise his purchases. Once a customer begins to rely on a salesman to merchandise his business, the salesman has a hold on this customer that surpasses anything that he has, and he has a real asset at his command in the way of a fixed following.

#### HE HAD TO RESTRAIN BUYER

I had an experience that proves this very clearly. I was sent to a little town in Oklahoma by my house to sell a small opening stock. When I got there the customer told me that he wanted to invest in a \$1,500 stock of dry goods and wanted the best proportioned stock, or as large a stock as he could get for that amount of money, and asked me to guide him in that direction. He started in by buying shirts. I laid out my first line. He picked out seven or eight different patterns and told me to give him a run of sizes of a dozen each in each of the patterns. I showed him my second line, and he picked out a similar quantity. I stopped and asked him whether I had understood him correctly, that he wanted to buy a general bill of dry goods. He answered yes, and seemed somewhat surprised that I had asked him the question. I told him, that at the rate that he was going, he was going to have all of his \$1,500 invested in shirts, and that he would have very little money left to buy merchandise in the other departments. He thanked me for calling his attention to this, and asked my advice and to make a long story short, we had a very well selected stock of dry goods for about \$1,500 when we finished.

I had forgotten the incident, as my territory was changed somewhat, and I did not get an opportunity to go back to that town.

Quite a few years later, the

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town was added to my territory. When I went to the town, I went into the best looking store in the place, and I was talking to the manager, and preaching to him the gospel of the good that comes from buying the Rice-Stix line. His father, who was sitting close by, and listening to the conversation, got up and asked me if I had ever made the town before. I told him that I had, but that it had been a great many years ago. He then turned to his son, and said, "Son, this is the man that sold me the first bill of dry goods that I bought in this town, and he gave me the best selected, the best bought, and the best balanced bill of dry goods that we have had in this store from that day to this, and my advice to you is to buy your goods from him, and to follow any suggestion that he might give you."

I had a similar experience in another town, where a young man bought an opening stock of goods. He had been clerking in the various stores of the town, and his father-in-law felt that he had experience enough and had graduated in his clerkship, and could run a business of his own, so he put up the money for him to go in business. He started out very successfully, and when he invoiced December 31, he found that he had made more money in the first four and a half months that he had been in business, than he had made in any two years that he had been serving as a clerk.

Naturally, he was very optimistic and very enthusiastic. I sold him his spring bill about the end of January that year, and I had a hard time trying to hold him down and keep him from buying too much. In fact, by the time that we had got about two-thirds of the bill, he said he did not think he had enough dry goods to flag a bread wagon with. I said it would be a good deal better for him to have to tell some of his customers through the summer that he did not have certain things, than to have the credit man write him and tell him that if he did not send in the money, that he would have to return the goods.

I had no occasion to go back to his town until about the middle of May, and when I walked into the front door of his store, he came rushing to me as if I had been his long lost brother. He told me frankly: "I do not know how I can thank you enough for the help that you gave me in buying my summer bill of goods. I have had occasion hundreds of times to think of your statement in regard to business this summer. I have managed to rake and scrape up enough money to discount my bills, but I do not know what I would have done had I bought the bill of goods that I felt that I wanted to buy last January."

I would like to see the color of the man's hair who could ever take that customer away from me.

### W. D. McElhinny Joins Copeland Products

W. D. McElhinny has joined Copeland Products, Inc., Detroit manufacturer of electric refrigeration systems, as vice-president in charge of sales. For the last two years he has been sales manager in charge of the Frigidaire commercial division of the Delco-Light Company, Dayton, Ohio.

### Corpus Christi Office for Coulter & Payne

Coulter & Payne, Inc., San Antonio, Texas, advertising agency, has opened an office at Corpus Christi. Charles Roster, formerly advertising manager of the Corpus Christi *Caller*, is manager.

### C. C. Chase Returns to Barron G. Collier

C. C. Chase, recently with The Ethridge Company, New York, has joined the Philadelphia staff of Barron G. Collier, Inc., with which he was previously associated.

### Allis-Chalmers Sales Increase

The Allis-Chalmers Manufacturing Company, Milwaukee, machinery, reports sales of \$28,921,357 in 1925, as against \$27,855,523 in the previous year. Net profits, after charges, were \$3,417,368. This compares with net profits of \$3,221,100 reported in 1924.

### Colorado Hotel Appoints Albert Frank Agency

The Broadmoor Hotel, Colorado Springs, Col., has placed its advertising account with the Chicago office of Albert Frank & Company, advertising agency. Magazines will be used.

# ... The Sunny South wants Radio.....

RADIO distributors in New Orleans have estimated conservatively that sales in this trading area will total approximately four million and a half during 1926. That represents a gain of a million and a half over 1925 and three and a half millions over 1924.

Louisiana and Mississippi are thoroughly sold on radio, last year proved that. These two states form a great territory of prosperous towns, plantations and lumber mills but frequently widely separated and distant from large centers of amusement and recreation. These people have the money to buy entertainment, they want it and they are going to have it. Radio, for them, is not a passing novelty—isolation makes it a necessity.

Most of them buy in New Orleans, and advertising in The Times-Picayune is going to have a lot to do with that buying, for, in addition to its supremacy in home-delivered city circulation The Times-Picayune has ten times more mail subscription in the country than one local newspaper, and over four times more than the other "combination."

Guided by results obtained in 1925, radio advertisers during the first quarter of 1926 used nearly as much space in The Times-Picayune as in the other New Orleans newspapers combined. Advertising to this trade area will be a profitable investment this year—write for a carefully compiled survey that tells why.

## The New Orleans Times-Picayune

Representatives: Cone, Rothenburg & Noce, Inc.  
Pacific Coast Representatives: R. J. Bidwell Co.

# The Country Gentleman

## LEADS BY MORE THAN THREE TO ONE



A MANUFACTURER of a product selling exclusively to farmers recently sent a questionnaire to dealers in seeds in all parts of the United States.

This questionnaire asked each dealer to indicate his choice of the farm publication that would be *most effective in bringing customers into his store.*

The result was as follows:

The Country Gentleman	559
2nd Farm Paper	171
3rd Farm Paper	117
4th Farm Paper	108

That's the verdict of men who know what they are talking about from their own personal experience—overwhelming testimony as to the power and influence of *The Country Gentleman* — the Modern Farm Paper—with the American farmer of today.

# The Country Gentleman

more than 1,200,000 a month

Three years for \$1

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago,  
Boston, San Francisco, Detroit, Cleveland

Apr. 22, 1926



**E. J. Murnane,** *Manager of Retail Sales,  
Studebaker Corporation of America, New York City,*

ON THE

## NEW YORK MARKET

"Fifty-five per cent of the new Studebaker cars sold in the New York Market in 1925 were for suburban delivery. I think that shows the importance of the suburbs as a part of the New York Market.

"Any campaign designed to sell the New York Market as a whole, must give earnest consideration to the suburbs of the greater city and by this I mean Northern New Jersey, Westchester and Rockland

Counties, New York, Nassau and Suffolk Counties, Long Island and Fairfield County, Connecticut.

"My advice to any manufacturer who wants to sell the well-to-do people of the New York Market, is to study the suburbs, and if he's going to advertise, to study newspaper circulations and use, at least, one New York newspaper that covers the residential suburbs and covers them thoroughly."

**The Better the Neighborhood the Better the Herald Tribune circulation, which is why the New York Herald Tribune on week days consistently outsells every other New York standard size morning newspaper in the residential suburbs.**

# New York Herald Tribune

# Making the Coupon More Attractive

New and Original Ideas Whereby the Corner Feature Takes on Added Visual Attraction

By W. R. Heath

A COMPLETE transformation has taken place in the advertising coupon. Those who persisted in the belief that here was a reform which would never come to pass, have been at last confounded.

The modern coupon is commodious. One advertiser, at least, has proved to his personal satisfaction, that it pays to give the prospect elbow room. Immediately following larger space and wider provisions for handwriting, the returns were almost double. And he found out one other thing: Coupons should be landscape-gardened.

There is no excuse to tuck them away in a corner and then embellish all the remainder of the advertisement, with absolutely no attention paid to making the small insert as pleasing to the eye as any other part of the layout.

A few dotted lines and some type are no longer the sum total of coupon dress. They are being "dotted up" in any number of unusual ways. Since they are expected to accomplish so much, this is a natural development. "Make people not only see the coupon, but want to fill it out and send it on its way," is the current plan of action.

The former idea of keeping it always in the lower right-hand corner does not hold good today. Coupons may be made the key of the layout and brought to top position, and surrounded by a luxuriant setting of decoration or picture.

The scheme of placing near the coupon a hint of what it is to bring the person who uses it has also been widened in its scope. Action in such illustrative embellishment is still another plan, and a happy one.

The modern coupon is animated whenever possible. Surrounding the coupon which suggests sending for a booklet on Southern California, is a most ingeniously silhouetted halftone of people, in bathing costumes, running along a beach, while gulls wing speedily against the white paper. Directly above is a small reproduction of one of the camera illustrations from the booklet itself.

The square coupon and the three-cornered arrangement are interspersed with surprising shapes, the majority of them pictorial in character. In a campaign for Ives toy trains, both electric engines and cars were mortised out to form coupons, with just enough of the under works of each to make the idea absolutely clear.

## PACKARD USES COUPON

One of the most attractive coupons of the year has been used for Packard automobile advertising, in behalf of a free booklet. "The Secret of Owning a Packard Car" is the title of this brochure and the coupon is an open book, the reading text and instructions on one page, and the coupon for signing on the other. The coupon space is some three and one-half inches wide, by two inches deep, and the lines for signature and address are generously far apart.

It has been found that the prospect is often won over by the system of suggesting questions which are to be answered, and he is invited to make a check mark designating his personal problems. This little touch of the intimate is quite beneficial.

"All this talk," said an advertising manager, "about people not bothering with coupons when there really is not sufficient space for

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filling in, does not work out in fact. If a person is sufficiently interested to begin with, that will not stop him. He will attach the coupon to a sheet of note paper and write his name and address on the marginal space."

The same man, however, tried a larger coupon and it proved so overwhelmingly more popular, that he quietly refrained from accepting his own advice after that.

A successful idea adopted for Valspar carries a type statement in color, at the top, as a part of the coupon, which reads: "This is worth 20 to 60 cents to you," and the small-type explanatory note relates why that is possible. Valspar coupons are never neglected; illustrative effects often surround and overlap them.

Another advertiser is making it a rule to begin almost with the first paragraph of the reading text to work up interest in the coupon which occupies bottom position of single column space. By the time the reader reaches the coupon, he is in the proper frame of mind to sign on the dotted line.

Some interesting and inexplicable things take place in tabulating the returns from coupons. An advertiser asked that the woman who filled it out give the name of her favorite department store. But many women were suspicious. They did not know exactly what would happen and why the advertiser wished the information. As soon as this point was dropped from the coupon, it began to "do business" satisfactorily.

In the campaign in farm journals for Sun-Maid raisins, the word "Mail" is written, as if with a stub pen, across one corner of the coupon, protruding out into white space to the left. As insignificant a detail as this unquestionably is, it was, nevertheless, very helpful.

Another advertiser states that his coupons were wonderfully productive until the request was made to "please hand-print your name and address." Obviously, there were few who could imitate type and they shied at the suggestion, feeling that if they wrote the

name and address in, it would not receive attention.

It is always a good plan to state the number of pages in a free book, provided the brochure is not a small one. The prospect prefers to know that he will receive something tangibly worth while for his trouble and his stamp.

The introduction of the word "New" in referring to a booklet, brought 20 per cent more replies than when this word was not employed.

#### BE CAREFUL WITH QUESTIONS

An advertiser using many farm journals, included as part of the coupon a specific request that the individual tell how many acres he owned. The product was a farm implement. Farmers did not welcome this idea. It was necessary to remove the line before the coupon brought normal results.

An interesting example of the embellishment of coupons is to be found in the present series of color pages for Lehigh Cement. A tint of one of the colors is run over the space, and there is always, snuggled right up against it, in a manner to draw the eye down in that direction, a charming pen sketch of a supply depot, bearing the familiar Lehigh outdoor sign.

In using coupons for a free recipe book, a campaign first ran the coupons with reference only to the one book. But, apparently, housewives were surfeited with recipes. The replies were few and far between.

Then, an enterprising advertising manager originated a little inexpensive junior recipe pamphlet for children, giving a dozen novelties for youngsters. As soon as reference was made to this secondary proposition, and the coupon was embellished with one or two animal cracker illustrations, the demand for the larger book became great. The "trailer" was responsible.

A coupon tells of a free booklet offer, made in behalf of Grape-Nuts, and its immediate success is probably due to two unusual factors: The title of this brochure



*-by order  
of Congress*

*Six articles from Nation's  
Business have been debated  
and read into the Congressional  
Record since December  
because —*

*IT voices authority on  
Timely business problems*

# NATION'S BUSINESS

*Washington*

*More than 220,000 Circulation  
(Member A.B.C.)*

Apr. 22, 1926

is "A Book of Better Breakfasts," and not a mere formal advertisement for the product itself. Secondly, the statement is made that it was written by "A former Physical Director of Cornell Medical College."

Cyanogas is a special preparation for exterminating rodents of all kinds, and the campaign of advertising makes quite a feature of a coupon. It offers to send a trial outfit for a reasonable price. But these coupons are cleverly illustrated. They carry spirited pictures of people using the outfit and of rats being killed in goodly numbers. The argument for the product and visual proof of its effectiveness is carried down into the coupon by the mere expedient of remarkable little pen drawings, not more than one inch square.

A resourceful advertiser surrounds his coupon with illustrated testimonials of what people think of the product, and, small as these tiny boxed-in statements are, they have their own halftone pictures. In reading the testimonials, it is impossible to overlook the coupon.

The idea used for Durham-Duplex safety razors and blades is distinctive. Worked into every coupon is a drawing of shrewd old Diogenes and the advertiser says: "Join the Diogenes Club. Formed by Diogenes for men who want honest shaves." By filling out the coupon, the writer not only becomes a club member in good standing but also receives, at a low price, sample blades.

The Barrett Roofing campaign employs an idea which is popular with several advertisers who know by experience that the modern coupon must be treated with greater consideration. A full column is segregated from the main body of the page, and is addressed, with a conspicuous check mark, to executives. After an interesting and important summing up to these men, the column terminates with the large coupon, offering more detailed information.

The new Palmolive "coupon, with its woven-in reproduction of a shaving tube, seems to have won astonishing response because of

the happy display line: "Ten Shaves Free." For, say what you will, the "free" idea is sure of its audience every time. Human nature has not changed in that regard, at least.

The Californians, Inc., coupon is as bold as a poster and is patterned after that style of designing. Much of the display reading matter is hand-lettered with artistic skill. It is always illustrated.

It has been the experience of the Hussman Refrigerator Company that picturing the product, in complete detail, with accompanying descriptive matter, alongside the coupon, brings splendid results, as opposed to moving the illustration and reading matter to other positions in the advertisement.

If illustrations add to reading matter, in the body of an advertisement, it must be equally true that a small coupon is helped along by imaginative embellishment. The illustrations need not be large, but they should be ingenious and very much to the point.

### J. C. Parker with Simplex Manufacturing Company

J. C. Parker, recently with the Kansas City, Mo., office of the Potta-Turnbull Company, Inc., advertising agency, has been made advertising manager of the Simplex Manufacturing Company, Kansas City, straw spreaders.

### Joins San Francisco Industrial Association

The Industrial Association of San Francisco has appointed Frank Carmody director of publicity. He formerly was director of publicity for Californians, Inc., also of San Francisco.

### Executive Board of Four A's Meets

The regular quarterly meeting of the executive board of the American Association of Advertising Agencies was held at New York last week.

### Robert S. Farley Adds to List

Robert S. Farley, publishers' representative, New York, has been appointed Eastern financial advertising representative of the Syracuse, N. Y., *Herald* and the Omaha, Nebr., *Bee*.



# Canny Space Buyers

Local druggists are usually first-rate buyers of advertising space.

In the rapidly expanding Miami market, their preference is

## THE MIAMI HERALD

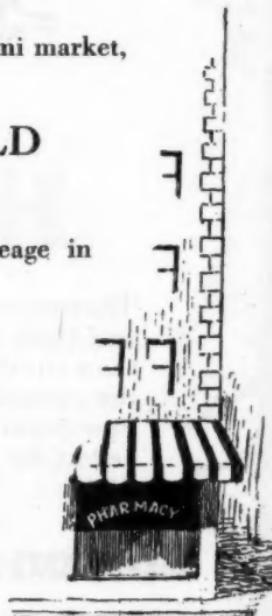
by a wide margin.

For 1925, comparison of lineage in this classification shows:

**The MIAMI HERALD: 36,428 Lines**

**Second Paper: 27,923 Lines**

And the marked preference of the local druggist for the Herald applies to virtually all classifications, and to the national as well as the local advertisers.



# The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER

FRANK B. SHUTTS, Publisher

NATIONAL ADVERTISING REPRESENTATIVES:

J. P. McKinney & Son

NEW YORK

CHICAGO

SAN FRANCISCO

GEO. M. KOHN, 704 Walton Building, Atlanta

Apr. 22, 1926



# Highest in Ci

The new combination of the Boston American and Daily Advertiser offers greater circulation than any other Boston daily or newspaper. On the opposite page are figures of Boston daily newspaper circulations from the government report for the six months ending March 31, 1926.

## Boston Evening American Bos

Rodney E. Boone  
9 East 40th St.  
New York City

H. A. Koehler  
Hearst Bldg.  
Chicago, Ill.

James D. Powell - 1926



# Circulation

American-Advertiser . . . . .	380,947
Second Newspaper . . . . .	377,433
Third Newspaper, combination morning and evening . . . . .	280,159
Fourth Newspaper, combination morning and evening . . . . .	250,459
Fifth Newspaper . . . . .	38,897

## Boston Daily Advertiser

S. B. Chittenden  
5 Winthrop Sq.  
Boston, Mass.

Louis C. Boone  
Book Tower Bldg  
Detroit, Michigan

Apr. 22, 1926

# Detroit Newspaper Circulations for March

(As published in the Post Office Statements of the three newspapers)

## The Times . . . . .

evening 266,419 Sunday 332,365

Except Saturday

## The News . . . . .

evening 316,437 Sunday 347,417

Including Saturday

## The Free Press . . .

morning 192,789 Sunday 273,755

These figures will interest advertisers who have been curious about the comparative standings of their advertising media.

# Post Office against the Field on Mail Rates

Government Department Has Its Inning at Congressional Postal Rate Hearing

*Washington Bureau  
of Printers' Ink*

A GAIN, last week the Special Joint Sub-Committee on Postal Rates listened to a preponderance of testimony advocating the lowering of rates, with Joseph Stewart, executive assistant to the Postmaster-General standing out against the field. Much of the previous testimony was reviewed, the book publishers had their inning, and it now appears as though a few days this week will wind up the activities of the committee so far as hearings are concerned. Whether recommendations will be offered to Congress in time for a revision of rates during the present session is a matter that is still in doubt.

Mr. Stewart, the first witness of the week, entered at once into a discussion of the various technical methods by which estimates were ascertained. He explained to the committee how and why certain post offices were selected for investigation and why the estimates requested on totals of the various classes of mail could not be furnished.

It will be recalled that the extended use of motor service was urged by several witnesses, and in regard to this matter Mr. Stewart said that he wanted to point out that there is no evidence anywhere that the department could secure a service on the post roads, where railroads are not maintained, at anything like the cost of the present service by rail. He then declared, in reply to a question from Senator Phipps, that the policy of the department entered very largely into the matter, but that the post office wishes to be a public servant, within the scope of the postal function.

Taking exception to figures on costs, submitted by Elisha Hansen for the American Newspaper Publishers' Association, he said that

the inference was, in the case of one paper, that the department pays the railroad \$232.90 for the same service for which the publisher pays \$70 by truck. In explaining this, he showed that the postal rate included, not only transportation, but handling, as against the submitted charge for truck transportation only.

"To the extent," he said, "to which we do not use trucks, it is perfectly evident from the figures I have given you that where we can get service by rail it is so vastly cheaper that there is no comparison whatever. We could not have the mails carried on these roads in competition with rail service and conduct the department in an economical manner."

## ROAD TRANSPORTATION WHERE NECESSARY

He then submitted certain facts which indicate that the department is extending the use of road transportation where it is necessary to substitute this service for railroad transportation. His figures show that there are now forty-six star routes, upon which first-class mail is carried, and 235 routes on which first- and second-class are carried. Mr. Stewart pointed out that these routes are now maintained to supplement train service, and that the contracts are those only which have been made since July 1, 1924, and up to the present date. He further declared that there are many more star routes, originally contracted for previous to the date mentioned, and said that he thought the service was growing with the further development of good roads.

In offering testimony regarding second-class rates, the witness appeared to take the stand that it was a good thing that large quantities of mail had been removed from the service. At one point, he

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said that the diminution in weight had evidently not been a disadvantage to the service. He added that the Post Office Department got the revenue that Congress intended it should get and \$4,500,000 additional, and carried 41,000,000 additional pounds. He then continued:

"And the publishers themselves say that the difference between the 41,000,000 pounds and what we should have carried, they are carrying all right, and at less cost than we could carry it."

Here, Senator Phipps pointed out that it may be that the wholesale handlers have benefited because of the increased rates, whereas possibly those handling smaller numbers of publications have had to stand the increased cost because they could not avail themselves of the methods which the large producers have had. In reply to this, Mr. Stewart said:

"That is a very fair statement, and I may supplement it by the statement that the effect is what Congress intended: that the department has the additional revenue."

In regard to former testimony that the 1920 rates would pull back to the service probably 100,000,000 or 120,000,000 pounds of periodical matter, and that the increased volume would pay a profit to the department, Mr. Stewart said that the idea is based on several errors.

First, he declared, the idea assumes that it may be shown that the periodicals were not carried at a loss when they were in the mails, by a system of estimating apportioned cost, and that they might be returned to the mails and be carried with the same results.

"Now," he continued, "that will not follow at all. For instance, we know that they are out of the mails now. We have no provision for carrying them. If they come back, it is a new and additional matter. We have to take on the additional matter, for which we have to provide transportation facilities. In other words, there is an out-of-pocket expense which we will have to stand, whereas if they had continued in the mails a

large amount or proportion would be apportioned cost. They are taking their cost with the other second-class. But if they come back it is a situation, particularly now, under the present service, where our space is apportioned from day to day. This stuff would all emanate at large centres and be carried out from those large centres. From those points our cars are full. If we got 100,000,000 pounds we would have to buy the space necessary to carry it. And that is an out-of-pocket expense."

Later, in summing up, he said the ledger account would be just like this: "We would have a gain of \$2,809,900. We would have a loss of \$3,189,800 on the cost of transportation and handling, and a loss of \$6,274,653 because of a reduction to the 1920 step, or a total loss of \$9,464,453; and deducting our gain of \$2,809,900 from our total loss, would leave us a net loss of \$6,654,553."

#### BOOK PUBLISHERS TESTIFY

During the second session of the week, the book publishers offered their testimony, and Horace R. Lamb, counsel for the National Association of Book Publishers, was the first witness. He mentioned a proposal by his association, already before the committee, to make postal rates on books the same as on magazines and periodicals. The reason for this was the claim that the service performed was quite the same, but that the book performs it in a better manner.

An interesting fact brought out in the testimony offered by the next witness, John W. Hiltman, president of D. Appleton & Company, was that only about 7 per cent of the books published in the United States are classified as fiction. He said that fiction stands out in the mind of the public because it is widely advertised, but that by far the larger number of books published are of the educational type.

The postage on school books, he said, in thousands of instances, calls for from 12 to 24 cents, and

# Position Values

THE circulation growth of FASHIONABLE DRESS has simply out-stripped its advertising development.

As a result there is not only a wide open gap between its A. B. C. figures and present rate, but an unusual opportunity for advertisers to pick up a few extremely valuable Black and White positions.

Advertisers who act promptly and secure preferred positions in the Fall issues of FASHIONABLE DRESS and its Trade Edition will be amazed and delighted with the result of their foresight.

*Largest Circulation of Any Fashion Publication in the Class Field*

# FASHIONABLE DRESS

Member Audit Bureau of Circulations

works a hardship on many students. In reply to a question from the chair, Mr. Hiltman said that the publishers do not want to be subsidized, and Senator Moses suggested that the witness work out an amendment embodying a rate on books that would pay the cost of postage to the Government, and submit it later to the committee.

George H. Doran, president of George H. Doran Company, substantiated much of the testimony of previous witnesses. He said that the first printing of the ordinary novel was from 3,500 to 5,000 copies, and that 25 per cent of the titles published by his company resulted in a loss.

After the book testimony, Mr. Stewart was recalled to give estimates of revenues and other data previously requested by individual members of the committee. In regard to free subscription publications, he declared that it was his opinion that the main proposition is the sale of advertising and its distribution, and that reading matter is included merely to interest the reader in order that the publisher may be able to sell space to the advertiser. This difference, he declared, was the reason for the opposition of the department against granting the second-class privilege to the publishers of free subscription periodicals.

During the last session of the week, Mr. Stewart again appeared for the purpose of objecting to a statement, which he said had been frequently made, to the effect that the service had shown no increase on the new rates, and that the rates had not produced any revenue.

"This claim," he said, "is made notwithstanding the fact that we will receive for the fiscal year of 1926 approximately \$72,000,000 increase over the year 1925, and that the average expectancy would be around \$30,000,000." This, according to his estimates and convictions, should give the new postal rates full credit for increasing the revenues of the department to the extent of \$42,000,000.

Mr. Stewart then proceeded to refute many of the analyses and

conclusions of previous witnesses regarding improvements of the service and apparent wasteful practices which might be corrected. His testimony in this regard was in the main highly technical, and he called to his assistance several of the chiefs and specialists of the department.

Then on behalf of the American Newspaper Publishers Association, Elisha Hansen introduced additional testimony to support the claim that during the last twenty-five years the transportation service available on the highways of the United States has grown from practically nothing to an investment of \$25,000,000,000, an estimate which includes the value of roads and the vehicles which operate over them.

Mr. Hansen also read a letter from Jerome D. Barnum, chairman of the postal committee of the association, urging a return to the rates of 1920 on the basis that the present rates on second-class are prohibitive, and, as a result, detrimental to the public, to the Post Office Department and the newspapers.

#### G. C. Dawson Appointed by Dyer Agency

George Coleman Dawson has joined the staff of The George L. Dyer Company, New York advertising agency, as an account executive. For four years he has been engaged in the advertising business at San Francisco. At one time Mr. Dawson was associated with Frank Seaman, Inc., New York.

#### Copeland Products Appoints T. J. Little

Thomas J. Little, Jr., has joined the Copeland Products, Inc., Detroit manufacturer of electrical refrigerating systems, as vice-president in charge of engineering and development. Mr. Little was formerly chief engineer of the Lincoln division of the Ford Motor Company, Detroit.

#### Fred E. Mann, Western Manager, "Needlecraft"

Fred E. Mann has been appointed Western manager of *Needlecraft*, New York, with headquarters in Chicago. He succeeds James A. Robertson, resigned. For the last five years Mr. Mann was Western advertising manager of *Woman's World*, Chicago.



GREAT religious organization had a real problem. A book had been planned to assist in a national charities campaign. Half a million copies were needed, and in three weeks' time.

Drawings in full color had to be made, then process engravings, printing plates, paper of a special size—the actual production and shipping of the half-million books—with only three weeks to go. It couldn't be done.

But we did it!

## Charles Francis Press

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

Apr. 22, 1926

# Why the Times-Star Accessory



There is no mystery about Times-Star leadership in display advertising of tires and accessories. The values of Times-Star advertising are so easily tested, the results so conclusively demonstrated, that the "gambling element" may be eliminated before the campaign begins.

Consider any classification in which it is possible to check advertising results against expenditures. In every one of them you will find the Times-Star not only leading, but dominating the field.

# CINCINNATI

*Member Audit Bureau of Circulations*

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Martin  
927 Bru

# Leads in Tire and Advertising

Take the primary necessities of life—food, clothing, household furniture, footwear, headwear, medicines—everything, in fact, that is essential to bodily life and health. For eighteen consecutive years, these things have been advertised in the Times-Star more extensively and more consistently than in any other Cincinnati newspaper.

Pass from the bodily necessities to the conveniences, comforts and refinements that make up the Cincinnati standard of living—electrical merchandise, articles of household decoration, and of personal adornment, musical instruments, radio, books and magazines. In every classification you will find the leadership of the Times-Star equally significant.

Go into any automobile accessory store or any tire and battery establishment. The merchandise on floors, shelves and counters, the gasoline that goes into your tank, the oil that fills your crank case and the lubricant that "takes the squeaks" out of your chassis bearings are the same that you have seen advertised regularly in the Times-Star.

# I TIMES-STAR

Martin L. Marsh, *Eastern Rep.*  
927 Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*  
904 Union Trust Bldg., Chicago

Apr. 22, 1936



## "Advertised" Shampoo HOLDS FARM TRADE

One brand of shampoo widely advertised to farm women does a third of the sales volume in small towns.

This is the report of 84 per cent of dealers interviewed in more than fifty towns under ten thousand population. Forty per cent of their customers are farm folks.

Nearly three-fourths of these dealers credit advertising for brand dominance. Unbranded shampoos are not pushed in the towns visited.

A copy of this shampoo survey will be sent you on request. It is typical of the farm situation on all toilet articles. Farm women are being educated to semi luxuries through advertising.

Farm women who see the wisdom of toilet care are also interested in a magazine that gives them other helpful information. That's why you'll find a concentrated market in the 800,000 subscription list of

## THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.,  
307 N. Michigan Ave.  
Chicago, Ill.

*Members Audit Bureau of Circulation*



Eastern Representatives  
Wallace C. Richardson, Inc.,  
250 Park Avenue  
New York

# A Bank's Coat of Arms Is a Hat and a Pair of Shoes

The Purpose Is to Convince "New Business" Workers That They Must Always Be Ready to Put on Their Hats and Use Up Shoe Leather

By Guy Emerson

Vice-President, The Bankers' Trust Company, New York

I THINK it is obvious that bankers by nature and by training do not, as a rule, make good bank builders. A banker must be fundamentally a man of careful tendency of mind. The first thing he must do is to handle himself so the bank will not lose money by his operations. He must close his position every night. He must see that a very critical group of customers are satisfied. You all know that a customer who might overlook slight flaws in retail service or merchandise, would be wholly unforgiving over the error of a couple of pennies in his bank account. The banker must make no mistakes.

The type of man attracted into the banking business is primarily the careful man, perhaps the ultra-conservative man; as a rule he is not a natural salesman. In the old days of banking, that type of man was adequate. Banks grew reasonably well if they had adequate capital, honest management, and a good commercial environment. People came and deposited their money, borrowed to meet their necessities in a rather matter-of-fact way and were satisfied.

There is that background which I think we have to keep in mind in analyzing the building of banks; the background of a man sitting behind his desk waiting for business to come in, saying yes or no, and having his decision regarded as final.

Now by gradual degrees the banking business has changed. A great number of the conservative men in the banking business have not yet realized that it has changed as fundamentally as it has. But

with nearly 30,000 banking institutions in this country, vigorous competition has come. Some bankers sensed it quicker than others and left their desks and went out for business.

It has been only a comparatively few years that executives of banks have actually sat down and studied this new necessity and made up their minds what they wanted to do about it.

In the last ten years I have gone about the country a little and I think I have visited in a fairly intimate way nearly all the banks of \$50,000,000 resources and over. I made it my business to discuss with their officers how they built up their banks, what their technique was and what their plans were for the future. I found some very surprising things.

## THE TYPICAL BANK

Here is what might be said to have happened in the typical bank.

This bank, we will say, is very substantial. It has been in existence for fifty years. It has had reasonable growth and made a fair amount of money. In recent years, a number of competitors have grown up and the bank, while it still makes money and has a fine reputation, has not gone forward as the directors and officers have desired. So the president calls a meeting and gets some of the officers and some of the branch managers together.

The president makes a little talk in which he says the bank is not going forward as fast as it should, and something must be done. Somebody says "We should have a New Business Department." Everybody groans a little, but they think of their competitors and say, "All right, we must have a New Busi-

An informal talk before the Branch Managers' Club of The Cleveland Trust Company.

Apr. 22, 1926

ness Department." So they get some fellow, Smith let us say, who has been the sales manager of a soap company. They put him in a room upstairs, and tell him to get busy; and then they go about their business with a sigh of relief, saying, "Well, we're glad *that* job's done."

Mind you, this is a horrible example, but it is not so far from typical as you might imagine.

After three or four weeks, one of the officers who is close to the earnings and the deposit statements, looks them over and says, "We still are not getting ahead very fast."

So they send for Mr. Smith, and question him:

"How about this new business? Why are you not building up our bank? What new accounts have you brought in?" and so forth.

"Well," Smith says, "I don't know the depositors very well and I have been familiarizing myself with the files, and up to date I haven't had much help from the officers."

So the officer who brought the question up, says, "We must take this thing into our own hands," and so they have another dinner. Mr. Smith is asked to bring in the list of prospects and, around the table through a long evening, in a smoke-filled room, one name after another is brought up.

The president says, "Here is Jones & Co. Who knows them?"

Silence.

Finally he says to one officer, "Won't you take that name?" and so they go around the table and assign fifty or a hundred names. Then they go home and have a night of fitful sleep and the next morning come down to their busy desks. The routine piles up, each officer's list of ten names gets under a lot of papers, and nothing is done about it. Each day, the banker, being a conscientious fellow, turns his list up, until it becomes an increasing irritation to him. Finally he takes the name on top: "Clark & Co."

He calls Clark on the telephone. Clark is in Florida and is not expected back for several weeks.

"That's too bad. Well, we tried him anyway," so the list goes down to the bottom of the pile again and the routine goes on. At the end of six months, the bank still hasn't gone forward as they think it should, so they have another dinner and names are assigned again, and thus the sad process repeats itself.

Now I have known something like this to happen in very big institutions. It simply emphasizes that this business of salesmanship in a bank is something that has to be studied. It is not something that will bubble up spontaneously out of the hearts of bankers.

When we started a few years ago to establish a policy for building up our bank, we had several discussions. With some modification, we had been a bank subject to this disease of special dinners, and we decided from the very first that we would abandon that practice. And as a constructive step in organizing a new business effort we obtained the services of our president as head of our bank-building activity. It was obviously impossible to put him up in the third floor and forget him.

#### A CREED OF FAITH

The first idea to be agreed upon was that unless our company could grow, unless we could develop the accounts we had and get a reasonable number of new accounts, no one in the bank could expect to be promoted or have a reasonable basis for advancement. Therefore, it was admitted as a creed of faith that the task of building a bank was a job for all of us and it could not be assigned to any particular person to handle alone. No person existed capable of handling such a job in a big institution without a lot of help.

We decided to call this work "development in bank building," because possibly 70 per cent of our new business comes from development of business we have, and perhaps 30 per cent from actual new leads.

We assigned to the building department, which is our operating department and lends the money,

## United States Daily Limits Advertising

### 4/5 Text — 1/5 Advertising

We have said in a number of public announcements that space in The United States Daily is limited. Let us make clear just what that limitation is and how it will react to the advantage of every one of our advertisers.

Two things are obvious:

First—The character of our paper is such that it must carry only the highest type of advertising.

Second—The character of our audience is such that it will appreciate a paper in which authoritative and important text is properly balanced with strong advertising.

At no time, therefore, will The United States Daily present more than one-fifth advertising.

This policy means that every announcement we carry will have an unhampered chance to be seen and read by an audience practically inaccessible through any other medium.

Because of the authority with which your advertising is associated in The United States Daily it will not only be seen and read, but it will carry conviction. We believe that such a policy will be appreciated by both readers and advertisers.

When the one-fifth available is sold, those who hold contracts with The United States Daily will additionally appreciate the strong selling made possible by this policy.

# The United States Daily

DAVID LAWRENCE  
President and Editor

New York Office:  
52 Vanderbilt Ave.

Established March 4th, 1926

Washington

Chicago Office:  
London Guarantee Bldg.

VICTOR WHITLOCK  
Vice-President and  
Director of Advertising

San Francisco Office:  
Bulletin Building

Apr. 22, 1926

the supervision of such development and new business activities as the bank was to undertake.

Now, when this kind of work is organized it is often felt that the new business department must have private quarters—that it does not link up with the rest of the bank. Often a large staff is built up, supplied with every blue book, every red book, and every green book known to business. Records are accumulated covering the standing and the characteristics of every company of any importance in the world from a technical credit standpoint on the basis of published figures. One finds card systems with little colored tags on the top, and cards full of holes so you can run them through a machine that works as smoothly as the engine of a Rolls-Royce, and they come out sorted and show all the customers with red hair, and all those who like orchids.

I am saying this with a little touch of sarcasm, but it is a tendency which over-develops rather easily if it isn't watched. The point is that no system is of value which does not lead to people getting out of the bank and soliciting business.

There is another thing about it. You may have a fine staff of business development men, and yet have them regarded by the men in the credit department as superficial; the "new business" men reciprocate by thinking that the men in the credit department are nothing but technicians who are constantly putting up the bars against new business.

#### THIS IDEA HAS ITS MERITS

So, in our own case, the step we took was to establish the business development as a division of the credit department. This resulted, incidentally, in a saving to us of many thousands of dollars a year. The interesting fact is that the men in the credit department began to realize that these men who are going out for the bank and seeing the customers face to face had a contribution to make, not on some superficial matter, but on very important factors entering into the final decision as to

whether or not a certain company was entitled to a loan. A man who read the files began to realize that this fellow, Jones, who had called on those companies and had been through the plant, could give something which would help him make up his mind whether that company was good or not good. The credit men began to find the others were not such bad fellows after all, and to see that there was something in their point of view. They conferred with each other. I think I can say now that the department handling credits and development work is as much a unit as any department we have in the bank.

By elimination, we now have no men doing field work who have not had this credit training, and we never shall have a man in this outside work who is not a graduate of the credit department. This has eliminated that traditional friction between new business and credit which was a great handicap to most American banks and is still a handicap to some of them.

When it comes to getting official cultivation of customers, it is always a little difficult at first. Many men are pretty heavily loaded with routine and responsibility and it takes time to get them used to going out. But if this is handled humanly and persistently, it is sure to work out well among men who have realized the basic fact that a bank cannot go forward nor its staff advance, unless this kind of work is done, and well done.

It is well to see to it that the question of crediting new business is handled with great care. In other words if a man who does not go out very often finally does go, and comes back full of enthusiasm, see to it that his story is listened to; and if an account comes in partly through his help, give him the credit. Before long he will like the work, and when he begins to like it he will begin to be a good salesman.

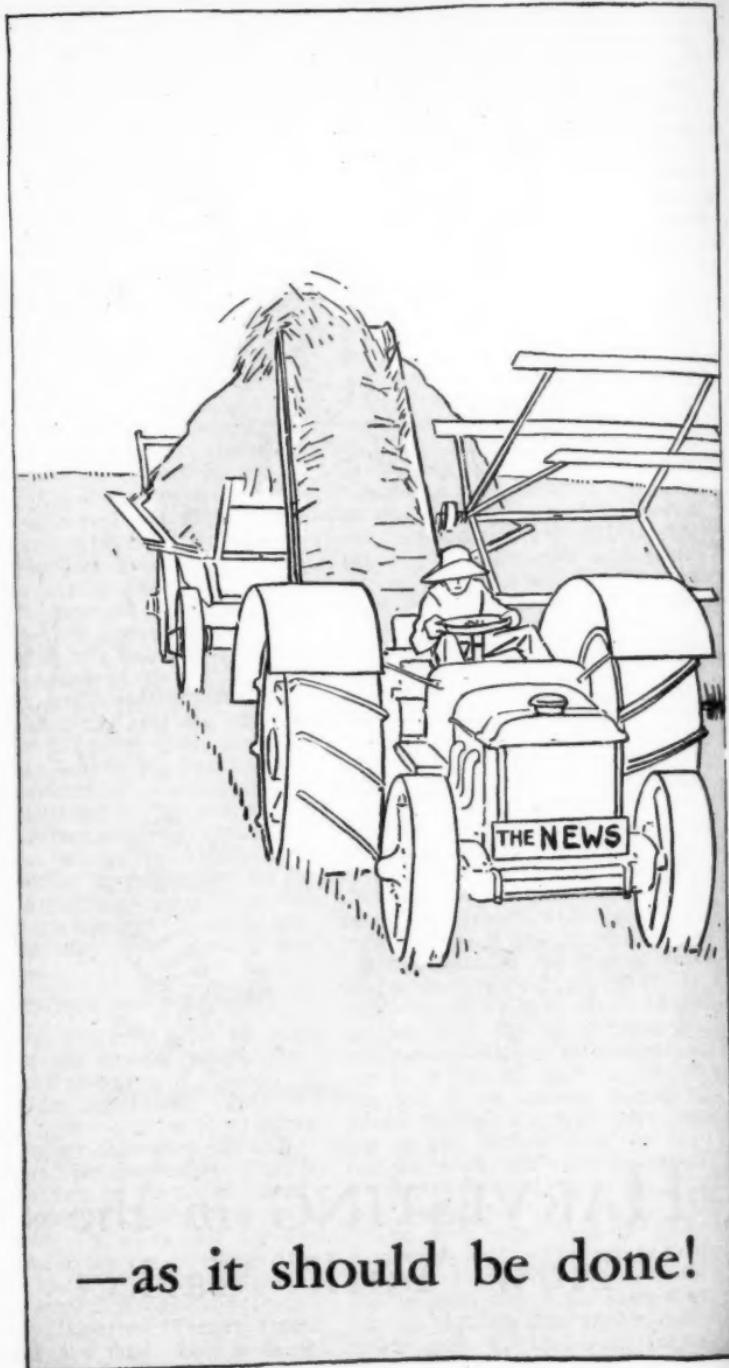
The man who likes to make loans and analyze statements and excels in the technique of the banking business, and at the same time realizes that his duty to his institution and to his own future



## HARVESTING in the New York Market

Apr. 22, 1926

Ap



—as it should be done!



# BUMPER sales crops

in the New York market cannot be harvested with inadequate media! Nine million people in New York City and its suburbs cannot be sold through small media. Use enough circulation to cover America's largest and richest city market. Use The Daily News, with its MARVELOUS MILLION\* circulation, 95% concentrated in city and suburbs, reaching more people everywhere, mass and class alike. The small page and small paper get the copy seen, cut the advertising cost! Get the facts!

**THE NEWS**  
*New York's Picture Newspaper*

Tribune Tower, Chicago

25 PARK PLACE, NEW YORK

\*March Averages: Daily 1,050,033; Sunday 1,291,343

includes a certain amount of equally well-done bank building, is the man we must develop in this business and the one who is going to go to the top in the next five or ten years.

We ask an officer to go out and see a customer. Instead of giving him ten names we have a simple system which so operates that one name at a time goes to him, and under no circumstances is it left with him till it gets stale. Now, some bankers are better self-starters than others. But it must be remembered that no good banker ever gets over some native reticence in asking for business.

There are always plenty of excuses, even in the minds of the best and most conscientious salesmen: "This is Monday and my man is just getting back from a week-end trip," Or "This is Friday and he is getting ready to go away. He will be trying to clean up his desk." Or, "Well, this man is going away for the summer. The time to see him is in the fall. Or, if it is ten o'clock in the morning, "I don't think he has his mail opened yet"; or if it is twelve o'clock, "He is about ready to go to lunch"; or if it is five o'clock, "He is just ready to go home," and so on.

But the customer must be seen, and after all is said and done 95 per cent of it is the question of human character and will-power and sporting blood and the willingness to put on your hat and go out and do it. We have informally adopted for our development work a coat of arms. On that coat of arms we have two devices: a hat, and a pair of shoes.

All the systems in the world, no matter how technically perfect they may be (and a sound basis system is vitally necessary), will fail to bring results unless you have behind the system a group of men who believe whole-heartedly that the arduous work of bank building is a task of high dignity and profound importance. They must believe in their bank and its future. They must believe in each other. They must be ready on short notice, not by fits and starts,

but steadily, day after day and year after year, to put on their hats and use up shoe leather.

### Insurance Sales Make New March Record

Life insurance sales in March, amounting to \$1,039,098,000, established a new record for that month. The increase over March of last year was \$144,699,000, or 16.2 per cent, according to the report of the Association of Life Insurance Presidents. This monthly total has been exceeded only by the totals of December in 1924 and 1925. The new business for the first quarter of this year aggregated \$2,762,401,000, an increase of \$340,940,000 or 14 per cent over the corresponding period in 1925.

Ordinary insurance, amounting to \$1,918,522,000 in the first three months of 1926, showed a gain of \$162,292,000, or 9.2 per cent. Industrial insurance amounted to \$632,143,000, an increase of \$113,432,000, or 21.9 per cent, and group insurance was \$211,736,000, a gain of \$65,216,000, or 44.5 per cent.

### Institutional Campaign for Pacific Coast Chain Store

An institutional advertising campaign has been started by the Moss Glove and Hosiery Company, San Francisco, operating a chain of twenty-six stores in fourteen Western States. Pacific Coast newspapers and outdoor advertising are being used for this account, which is being directed by Emil Brischer and Staff, San Francisco advertising agency.

### Joins Staff of F. L. Wertz

Morris L. Beard and C. C. Agate have joined the staff of Frederick L. Wertz, New York window display counsel. Mr. Beard had been with Colgate & Company, Jersey City, N. J., for about fifteen years. For over four years Mr. Agate has been advertising manager of the Manhattan Electrical Supply Company, Inc., New York. He formerly was with the McGraw-Hill Publishing Company.

### F. S. Dieterich, Vice-President, Hanson Agency

Frederick S. Dieterich, previously with *Charm*, Newark, N. J., is now associated with the Joseph E. Hanson Company, Inc., advertising agency of that city, as vice-president.

### Corinne Reiman with Arthur Hirshon

Miss Corinne Reiman, formerly with the Federal Advertising Agency, Inc., New York, has joined the copy staff of The Arthur Hirshon Company, Inc., advertising, also of New York.

... Where an interested audience is assured among the key families in every community.

## THE CLASS GROUP

covering Better Homes—inside and out

comprising

HOUSE BEAUTIFUL

GARDEN & HOME BUILDER

COUNTRY LIFE

ARTS & DECORATION

ARCHITECTURE

## COLOR PAGES

will tell effectively the story of the beauty and utility of your product in these homes where there is the taste to appreciate and the money to buy.

**Walter C. McMillan, Inc.**

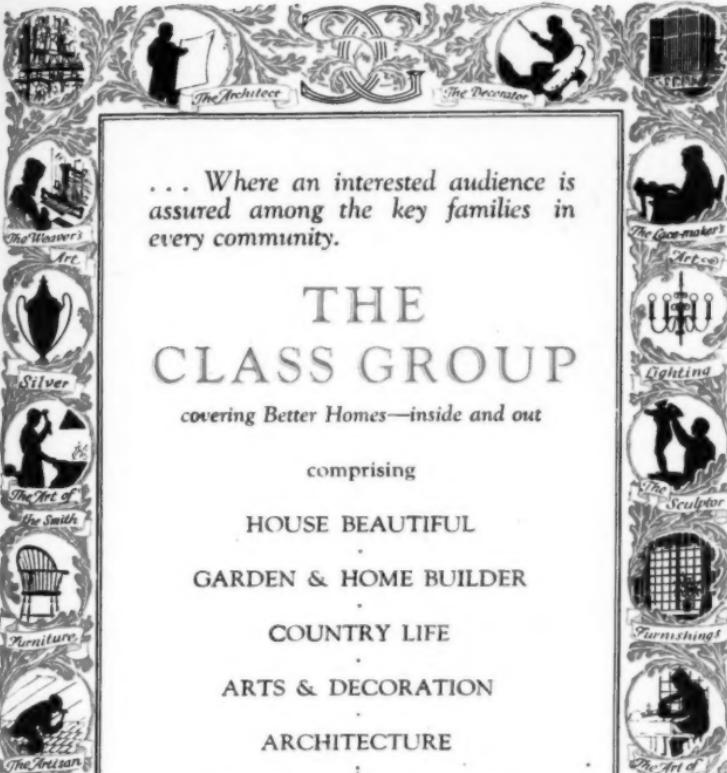
565 Fifth Avenue New York

Boston Office, 194 Boylston Street

Travers D. Carman, Mgr.

Western Representative, Fred H. Ralsten Co.

17th Floor Tribune Tower, Chicago



# ROYAL

## TYPEWRITERS

COMPARE THE WORK



General Distributor Ad Co.

CIRQUE  
DU MONDE



## *Telling the World to "Compare the Work"*

**I**N New York and Chicago, huge Spectacular Electric Displays advertise Royal Typewriters to the millions of residents and visitors every month in America's two greatest cities. This is truly national advertising in a powerful medium that warrants serious consideration in planning any national campaign.

General Outdoor Advertising Co.

One Park Avenue  
New York City

Harrison & Loomis Streets  
Chicago, Ill.



April 22, 1926

PRINTERS' INK

# 41% increase over last year!

THE biggest April issue we ever published—41% over last April—right on the heels of a March that broke all records.

THE PROGRESSIVE GROCER is a powerful influence with 50,000 important retailers, jobbers and brokers. It continues to forge ahead because it fills a real need in the grocery field.

1926



Trade Division—THE BUTTERICK PUBLISHING CO., 912 Broadway, New York

# Business End of Newspapers Raps Press Agents

Annual Report of Bureau of Advertising of American Newspaper Publishers Association Shows Press Agent as an Obstacle to Newspaper Advertising Development

A PRESS agent endeavoring to justify his self-elected lot in life invariably puts forth the argument that he creates advertising. Such a statement is offered as a palliative for stealing space and debasing news columns for those paying him to put something over. This frequently used argument is a wilfully erroneous assumption. The annual report of the Bureau of Advertising of the American Newspaper Publishers Association scotches the statement by showing that instead of creating advertising, press agents are an obstacle of large proportions in the path of newspaper advertising development.

This report, submitted yesterday at the opening meeting of the three-day convention in New York of the newspaper association, made the following statements on the press agent as a destroyer of newspaper advertising campaigns:

"Virtually every proposed campaign of advertising considered by trade associations includes at least consideration of the services of a paid press agent. Committees having in charge associational campaigns are constantly urged to spend the bulk of their appropriations in mediums that compete with newspapers and to use what is left to pay the salary and expenses of a publicity agent. Cases may be cited where press agents have been willing to 'guarantee' a certain amount of free newspaper space in exchange for a stipulated fee.

"In a recent associational drive to collect advertising funds to promote travel to a certain section, the assertion was made to prospective contributors that the association had obtained the free publication last year of '1,000,000 inches of its news stories.' The advertising fund was raised and it is now being spent in a list of

magazines. It is obvious that this advertiser reached the conclusion that there is no need for paid advertising in a medium that is so generous in its use of press agent propaganda. In fact, this conclusion is emphasized in a further statement from the association that 'certain newspapers constantly wire for the preparation of special articles by us, paying for them at their usual rates.'

The report continues with an excerpt from a memorandum made by a representative of the Bureau concerning a convention of an industry which was considering advertising. The report read:

" \* \* \* The sentiment had been pretty well set for a money raising campaign that would get together \$150,000 to \$200,000 when a gentleman representing one of the free publicity activities was given the floor—saying that he could get \$300,000 worth of free publicity for \$30,000."

The Bureau's report continues:

"Our representative added that this proposal practically killed the whole question of paid advertising for the time being."

As another specific example of the power of the press agent to kill advertising campaigns in newspapers, the report calls attention to a letter written to the Bureau by the president of an association in which he said:

"I am wondering, however, whether we should continue this because it seems that a great deal of advertising can be gotten in the newspapers free of charge. I know one fellow who secures over \$40,000 per year from some of the — companies and gives them country-wide publicity which does not cost a cent. \* \* \* Some of our people are tremendously influenced by such wonderful service."

Apr. 22, 1926

In summing up its thoughts on this problem the report says:

"The evils of the free publicity situation are too obvious to require emphasis. The remedy is in the hands of the publishers of newspapers who can stop this flood of destructive material by instructing their editors better to inform themselves about the character of free publicity which they consider 'news' today but which has a disastrous effect upon newspaper advertising and, in our judgment, tends to lessen the confidence of readers in newspapers. The answer to a constantly uttered inquiry of newspapers receiving free publicity, 'Why don't they pay for it?' is the very simple one, 'Because they can get it for nothing.' The editor rather than the press agent is responsible for this situation."

After this discussion of the problem it was suggested that the American Newspaper Publishers Association appoint a special committee which will be charged with the specific duty of making a study of the editorial columns of newspapers with a view of estimating the value of space given to press agent material which properly belongs in the advertising columns of those publications.

Other subjects besides the press agent question were dealt with in this report. Among the statements of particular interest to buyers of advertising was one which called attention to the fact that in 1925 national advertising in newspapers reached an estimated total of \$220,000,000. This figure represents an increase of slightly less than 10 per cent over 1924. According to the report it "sets a new record for the value of space bought by national advertisers."

Attention is also directed to the compilation of the 1925 national advertising expenditures of 227 businesses in newspapers. (This compilation will be found in PRINTERS' INK of March 18, 1926, on page 33.) Each of the advertisers included in this compilation spent at least \$100,000 for national newspaper advertising in 1925.

The news that it is planned to carry the work of compiling these

statistics further than ever before was contained in the statement:

"The Bureau has been encouraged by the reception accorded these compilations and it is believed will be in position to estimate at the end of 1926 the majority of newspaper national advertising accounts in excess of \$50,000. It has arranged with the membership to make monthly reports of current advertising and these data, in addition to furnishing the basis for estimating total appropriations, will also disclose for the first time a list of all national advertisers using the newspapers."

The Bureau proposes to incorporate in its annual statistical book on rates and circulations the results of a study it has made to show the buying power of the population of the United States and Canada.

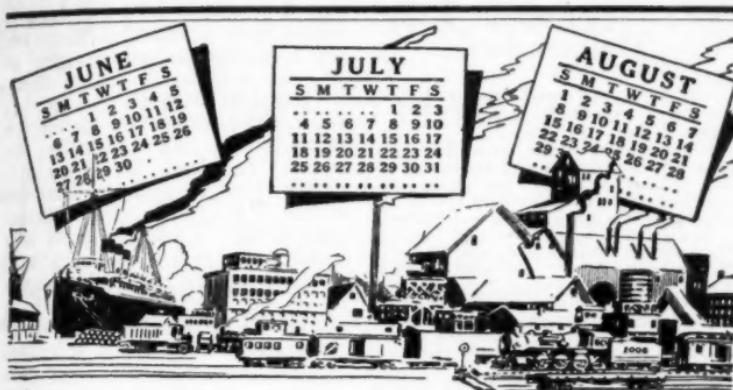
The membership of the Bureau increased from 363 to 366 newspapers during the year. The gross income of the Bureau during 1925 was \$94,528.12, while expenses amounted to \$87,906.29.

The active work of the Bureau is in the hands of William A. Thomson, director, and Thomas H. Moore, associate director.

The special committee appointed by S. E. Thomason, of the Chicago Tribune, president of the American Newspaper Publishers Association to oversee the work of the Bureau is:

William F. Rogers, Boston Transcript, chairman; Harry Chandler, Los Angeles Times; Howard Davis, New York Herald Tribune; W. C. R. Harris, Toronto Star; William J. Hofmann, Portland Oregonian; Fleming Newbold, Washington Star; David B. Plum, Troy Record; Allison Stone, Providence Journal; Louis Wiley, New York Times; John B. Woodward, Chicago Daily News; E. W. Parsons, Chicago Tribune; Chas. D. Atkinson, Atlanta Journal, and John S. McCarrens, Cleveland Plain Dealer.

The annual dinner of the Bureau will be held Thursday night at the Waldorf Astoria. William F. Rogers, of the Boston Transcript, will preside and Mr. Thomason will be toastmaster.



## Keep it going all Summer in Los Angeles!

**L**OU automatically cut your schedules in most markets in June, July and August! Don't do it in Los Angeles! Here's one city where Summer business hums as briskly as Winter's . . . where hundreds of thousands of vacationists spend millions of dollars in June, July and August, and many rebate their return tickets . . . where last Summer saw clearings \$2,846,302 higher than the Winter previous, and payrolls do not slump when Summer comes.

You can sell here even easier in Summer, and you know this is at all times a less difficult market to enter than deadlocked Eastern centers. The Los Angeles Examiner's Merchandising Service Department is 100% equipped to help you get retail distribution

170,000 Daily      390,000 Sunday

**Los Angeles Examiner**

T. C. Hoffmeyer  
San Francisco, Calif.  
571 Monadnock Bldg.

Wm. H. Wilson  
Chicago, Ill.  
915 Hearst Building

W. W. Chew, New York: 285 Madison Ave.



Apr. 22, 1926

## A Question about Price Maintenance

C. A. SHALER COMPANY  
WAUPUN, WIS.

*Editor of PRINTERS' INK:*

I am seeking information that will clear up an apparent discrepancy as to one opinion regarding the rights still possessed by a manufacturer of a branded article in controlling resale prices.

In the article in your issue of January 21, entitled "What Producers Can Do to Maintain Prices," written by Paul T. Cherington, he states:

"He (the manufacturer) can tell any or all of his customers that he believes the best interests of all concerned in his products are served only when they are sold at such prices as will yield a reasonable margin of profit to, as nearly as possible, all persons who are engaged in distributing them to consumers, but he cannot threaten or promise to base any future action on this belief. In other words, *he can cut them off for not acting in harmony with his belief, but he cannot threaten or promise to do so.*"

This seems very clear to me, but is apparently at variance with a statement made by Felix H. Levy, former special counsel to the Department of Justice, in an address before the Accessories Branch of the National Hardware Association of the United States at Atlantic City, October 20, 1925. Mr. Levy stated that a manufacturer may say to his customer: "I desire this article to be sold at \$1 a dozen. I will not obligate you to do that; I cannot expect a promise from you that you will do that, but if you don't do it, I will not deal with you any more."

The italicised clause in the paragraph next above appears to be at variance with the italicised clause in Mr. Cherington's statement that "*he can cut them off for not acting in harmony with this belief, but he cannot threaten or promise to do so.*"

I should appreciate very much your opinion in this matter.

C. A. SHALER COMPANY  
ROBERT B. DUNLAP,  
*Sales Manager.*

IN as much as the C. A. Shaler Company has reference to an article by Paul T. Cherington, director of research of the J. Walter Thompson Company, we asked Mr. Cherington to reply to the point raised in the above letter. This is what Mr. Cherington had to say:

"The question raised by the C. A. Shaler Company is one for lawyers. I am not a lawyer and in my discussion of the subject I have tried to confine myself to the realm of lay reasoning and to avoid legal niceties.

"As a layman, I am confident

that the position I have defined is unassailable because, if there are any recognizable human rights at all, the position is within them.

"Just how far one can go beyond that position is a matter for legal advice, and eventually for judicial decision. Mr. Levy evidently feels confident that the notice of policy can carry a threat with safety. I know lawyers who would not regard this as a safe step beyond the undeniably secure rights, because past decisions have not clearly indicated the attitude of the Supreme Court on this particular point. As Mr. Levy puts it there certainly is no expressed agreement, but it might be questioned whether a failure of the recipient to reply negatively to this specific part of the declaration would constitute an implied agreement; and whether such an implied agreement would be legal. That is a lawyers' question and I am not a lawyer.

"Whether the added threat adds enough to a clear understanding of the position of the person issuing it to justify the risks it obviously involves is also a question for lawyers.

"My suggestion to the Shaler company would be that if it wants to include a threat of future action it should consult the best legal talent it can get. If the company wants merely to tell the customers how it feels about its business within the limits I have indicated — perhaps it had better consult a lawyer in that case also."

Mr. Cherington suggests that the Shaler company read up on the recent decision in the case of the Toledo Pipe Threading Machine Company vs. the Federal Trade Commission. This is summarized in bulletin number 766 issued by the Chamber of Commerce of the United States.—[Ed. PRINTERS' INK.]

### Arthur Windett Joins Memphis "Press"

Arthur Windett, who was formerly with the advertising department of the Standard Oil Company of Indiana, Chicago, has joined the business staff of the Memphis, Tenn., *Press*.

# The vital moment in advertising

**T**HREE is a vital moment in the life of every advertisement.

It may come when the magazine is opened under the lamp in the living-room after dinner.

Or it may happen when the newspaper is unfolded at the breakfast table.

It is the moment when a pair of eyes fall upon it.

Let us assume that you have bought space in a medium whose circulation touches a million. Which is really another way of saying that you have contracted for the delivery of your printed message to a million homes.

But the number of readers you have purchased is not evidenced by any rate card or any statement of circulation.

A million pairs of eyes may eventually fall on the page bearing your advertisement. What your headline says and how it is said largely determines the number of interested minds that will follow those eyes from the headline into the opening paragraphs

of your printed message.

Pick up any current magazine or newspaper. Check the advertisements whose headlines have the greatest appeal to you, not as an advertiser but as an individual.

Notice how little evident "selling" is done by the successful advertiser—how much "buying" is done by the reader.

For men and women lose interest in headlines that are really reasons why some manufacturer would like to sell his goods. There is little desire on anyone's part to become a prospect for some article.

But men will listen if addressed as wage-earners with families to provide for, fathers with children to rear, husbands with wives to support, boys with life before them.

And women will read on into the advertisement whose headline touches them as wives with meals to prepare, mothers with children to train, housekeepers with homes to manage, girls with husbands yet to be acquired.

GEORGE BATTEN COMPANY, INC.

*Advertising*




---

GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

Apr. 22, 1926

**N. B.** This advertisement is one of a series appearing as a full page in *The Enquirer*. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, *The Enquirer's* coverage of the district is shown.



## "Out where the blue begins" with Mrs. Bond Hill

WHEN "Junior" was a year old, Mr. and Mrs. Bond Hill decided to give up apartment living and build a home out where the air was fresher and the sky a little bluer. Just off Paddock Road, on the crest of the rise beyond the B. and O.,

# THE CINCINNATI

*"Goes to the home,*



they found the spot—and here they built a charming home.

Today, five years later, "Junior" has a three-year-old brother, so Mrs. Bond Hill has her hands full. But she never misses a meeting of her bridge club; she retains her enthusiasm for books and the theater. She is, in brief, a young woman who refuses to grow old.

As Mrs. Bond Hill will tell you, one of the means she relies on to keep "up to the minute" is The Enquirer. She likes its "progressive-conservative" treatment of the news; she likes its timely feature articles, its newsy woman's page.

And Mrs. Bond Hill is typical of her community. In this growing neighborhood are 386 residence buildings. 228 Enquirers are delivered here daily.

Such a "community following" is naturally of interest to the advertiser. Especially when it is duplicated in every other buying section of the city. For it means, Mr. Advertiser, that your message in The Enquirer goes into not only the right kind of homes, but it goes into practically all of them.

I. A. KLEIN

New York Chicago

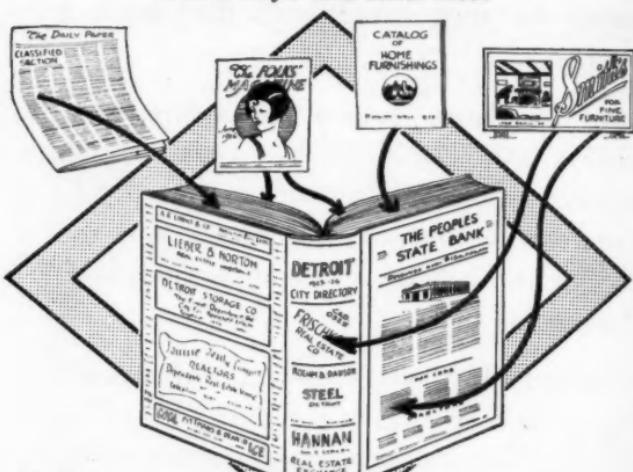
R. J. BIDWELL CO.

San Francisco Los Angeles



**ENQUIRER**  
*stays in the home"*

Apr. 22, 1926

*"Where Buyer and Seller Meet"*

# Your City Directory — Is a Versatile Medium

**Classified, Creative, Reference and Billboard Advertising Are All Contained Therein**

Whatever form of advertising you favor, your City Directory provides the greatest and most sustained concentration of public attention and consequent merchandising value.

If you want to catch the eye of the busy executive, purchasing agent, or the buying public, the covers and backbone spaces, or stenciled edges, serve as ever-present "Billboards."

For creative publicity, the marginal spaces, recurring every eighth, sixteenth or thirty-second page, give the value that goes with repetition as the pages of the directory are turned by the information seeker.

Advertising in the Buyers' Guide, grouped by products or services, serves as a detailed presentation of facts and provides an opportunity of localizing national advertising by listing authorized dealers.



*This trademark appears  
in directories of leading  
publishers*

The Classified Business Directory offers an opportunity to emphasize your name and trademark, and directs attention to the reference advertising in the Buyers' Guide. It serves to bind all other spaces into an attention-compelling unit.

For further details, send for free copy of *Directories; What They Are, How They Function and Their Place in Advertising*.

**ASSOCIATION of  
NORTH AMERICAN DIRECTORY PUBLISHERS  
Headquarters  
524 Broadway, New York City**

# Advertisers' Influence Missing in Audit Bureau Questions

Publishers Determine What Facts Audit Bureau Statements Should Disclose

By Phillips Wyman

Circulation Director, The McCall Company, and Former Business Manager of the "Save-the-Surface Campaign" and Executive Secretary of the Periodical Publishers Association

THE Audit Bureau of Circulations has done advertising a magnificent service. Any discussion of the work of the Bureau is always predicated on an effort to make a good thing better. This discussion, which was started by the recent articles in PRINTERS' INK, of O. C. Harn and Guy Richards, is concerned only with the fact that publishers' statements and audit reports are misleading to the casual observer and not sufficiently complete for the careful student.

Mr. Harn speaks from long association with the executive administration of the Bureau, as well as from long observation of the use of its facts by agents and advertisers. Mr. Richards speaks from the point of view of an advertising agency space buyer.

The purpose of Mr. Harn's interesting article is to urge greater use of the "vital" facts provided in the audit reports.

Mr. Richards points out that the audit reports are misleading on the general grounds of incompleteness and through the interconfusion of various questions of the statement.

Publishers as well as advertisers will welcome the suggestion of Mr. Richards to bring out into the realm of public discussion some of the weaknesses of the audit statement as well as the opportunities for constructive advancement.

## A VOLUMETRIC COUNT

It is to the credit of the Audit Bureau, that any criticism which arises from time to time always recognizes in the preamble the great service which the Bureau has performed. (Merely recall

the days prior to its organization when circulation figures could be compiled to fit any case.) But it is true that the main contribution of the Bureau, so far, has been to provide advertisers and agents with an accurate volumetric count. The efforts of the Bureau to disclose the methods by which any publication secures its volume, result in giving to the space-buying public only "half truths," as Mr. Richards convincingly maintains.

The reasons why there has been less agitation and desire to extend and improve the dominion of the Bureau are reasons that cannot be laid at the door of the Bureau and, to a large extent, they can be laid at the door of advertisers and advertising agents. It may be interesting news to the advertisers and agents that practically every change which has ever taken place in the form of the audit statement, or in the questions asked, has taken place as a result of agitation on the part of some one or a few publishers. In other words, the information that is secured and divulged by the Bureau is information which publishers have controlled or fostered. Is this not a challenge to the advertising buyers who are members of the Bureau? It would seem to be rather anomalous that the Audit Bureau was created for the purpose of giving advertisers and agents the facts regarding circulation and then to have the publishers determine what facts shall be disclosed. In effect, through a process of evolution, that is what has happened. To a circulation man it seems, at times, that advertisers are not interested in the real facts on circulation.

One reason for this apparent

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indifference is undoubtedly found in the nature of publications themselves. A publication is a piece of merchandise whose raw materials appear transparent on the printed page. There seems to be no mystery as to what the merchandise is composed of. But most publications in which advertisers buy space are not edited for them at all.

Most men who are judging mediums are men who must of necessity be specialists in selling products to the same people to whom newspapers and periodicals are sold. They must know the public and how to appeal to it. The whole advertising agency business is founded on specialization in the science of appealing to the public through the printed word. It would be surprising if advertising agency executives did not feel themselves in a position to determine almost at a glance the relative value of any publication in its appeal to the public and its ability to attract and hold public interest.

The amusing thought has sometimes occurred of forming an association the membership of which would be confined to editors, circulation men and agency space buyers. At least, such a gathering would be illuminating to the various participants. Many editors would be entertained by the opinions held of their audiences and many space buyers would be surprised to learn the editors' real conceptions of the "publics" to which they were appealing. It is a true parallel that editors and circulation men are the counterparts in the publishing business of agency service men and sales managers in other fields of merchandising. Agency service men conceive the appeal (or editorial policy) of a product. Sales managers, like circulation managers, must use those ideas to sell the product through the trade to the public. The profession of editing is one that has tremendous importance in the advertising business and yet one that is not generally recognized as having any relationship to advertising.

There are impediments of expediency in the way of bringing together these two groups of men who are specialists in the same thing. We must rely upon audit reports to bridge the gap.

A circulation man's contribution to this discussion from a publishing and circulation viewpoint, should be to make practical suggestions as to how the audit report may be improved. Mr. Richards refers to some of the facts which the buyer needs and does not get in the present report form. I shall attempt to point the way to the securing and auditing of these facts in order to encourage the buyers of advertising to demand those that are possible to secure.

#### HOW MAY THE AUDIT REPORT BE IMPROVED?

First, Mr. Richards very nicely points out that what the audit statement gives is not the cross-section of the circulation of a periodical but the cross-section of the "subscriptions received" during the year which is audited. There is a very big difference between these two animals.

A publisher might one year secure 200,000 two-, three-, four- or five-year subscriptions by an undesirable method and discontinue the method the next year. These subscriptions would not show on the next year's statement at all simply because they had been obtained during the year previous and the statement of the year previous would not give the number of long-term subscriptions received. It simply states the rates for long-terms and not the quantity. Nothing would appear on the publishers' statements or audit reports during subsequent years to give any inkling of the presence of this circulation on the list to which the clients' advertising is going.

Why does the Bureau not audit the cross-section of circulations? The answer is that it is practically impossible. But there is another way of approaching it by making the analysis of subscriptions received more consistent and complete. Let us see if the following

is not a very simple, practical way of accomplishing the desired result. This is the suggestion: Require the publisher to answer the questions regarding subscription sources and methods on the report with three facts:

1. The number of subscriptions.
2. The percentage of the total with provision for reconciling percentages with 100.
3. The number of subscriptions received in each classification by varying lengths of term.

This suggestion would have these results: Points one and two would clear up immediately the dilemma created by the recent departure of the Bureau in requiring the answer to some questions by percentage and others by quantity figures. If both are given in answer to each question and provision made for reconciling the percentages with 100 and the quantity figures with the actual total, each answer becomes lucid and bears its proper relation to the whole. Point three would enable the advertiser to approximate the cross-section of the circulation by referring to previous reports showing these facts.

In this connection, it must be remembered that the first figures available to space buyers are the figures in the "Publishers' Statement," and "Publishers' Statements" are issued for periods of six months. The two halves of the publisher's year may be quite different in the volume and breakdown of subscriptions received.

Mr. Richards draws the conclusion from the answers to his recent questionnaire to publishers that it is possible for publishers to supply information on the cross-section of the circulation by months. How these figures were compiled by the publishers, of course, I have no means of knowing and it may be that some publishers have (by classes of subscriptions) what is known as an "on and off" record. This would enable them to show a cross-section analysis of the subscription list of any given issue. The keeping of this record, by classes of business, is very unusual if done

at all and would unquestionably be very expensive to audit.

The alternative suggestion, however, when Mr. Harn's historical method of comparing present with past records is applied, would give the basis of approximating the "cross-section" as closely as space buyers would need to have it, and the supporting records would be the same records which are now used in making the audits.

The tabulation on page 96 will show how this suggested plan would work.

One sees at a glance that even the showing of just the subscription figures without the length of subscriptions does not give the reader of the figures anything to work on for the future and the space buyer is always working in the future. See how misleading the total of "subscriptions received" would be without the length of subscriptions in each classification. An apparent subscription figure of 100,000 is in reality a selling performance by the publisher of 169,500 subscription years.

The year following such a statement, if the publisher showed a net paid delivery of 159,000 circulation, the space buyer, by referring to the analysis, would perceive that the "phenomenal growth" of circulation was due to the presence on the list of 48,000 two-year subscriptions and 11,000 three-year subscriptions in the classifications noted.

There is a weakness in this plan which should be cited at once in order not to mislead anyone. It is the weakness that the months in which various quantities of subscriptions are started is not shown and therefore the months when the same quantities expire is not shown.

#### ANALYSIS OF NEWSSTAND CIRCULATION BY POPULATION DENSITY

Mr. Richards also points out that the analysis of the distribution of circulation by different sizes of towns and cities is incomplete because it applies only to subscriptions and does not include newsstand sales. The difficulty involved in securing the facts on

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newsstand distribution has been accepted as insurmountable. Let us see what this difficulty actually amounts to. Is not the only real difficulty one of cost? And is not this factor of cost a very minor one? Here it is. Publishers who distribute through the American News Company claim that they cannot give accurate facts as to the distribution and sale in cities served through the branches of the American News Company. This is an awful slam at the American News Company and one that it would undoubtedly righteously resent. If that company does not know how many copies of any periodical are sold by any dealer on its books, how could it bill and collect? Every branch of the American News Company must know how many copies are shipped to each of its dealers every issue. If the publication is returnable, the branch must accurately count and credit such returns and balance each dealer's account.

The American News Company would be forced to make a charge to publishers for supplying a transcript of this record but the information is available and could be audited to the entire satisfaction of advertising buyers.

All publishers who do not dis-

tribute through the American News Company but who make their distribution direct through wholesale and retail news dealers, have the information available at all times. If the advertisers really want these facts, they can have them by demanding that the Audit Bureau require publishers to supply the information. In recent years a few publishers have been making an annual tabulation of their geographical distribution of total circulation and it is impossible for these to be made with even reasonable accuracy without detailed facts on newsstand distribution, tracing copies to their ultimate retail outlets.

#### OTHER SUGGESTIONS URGED

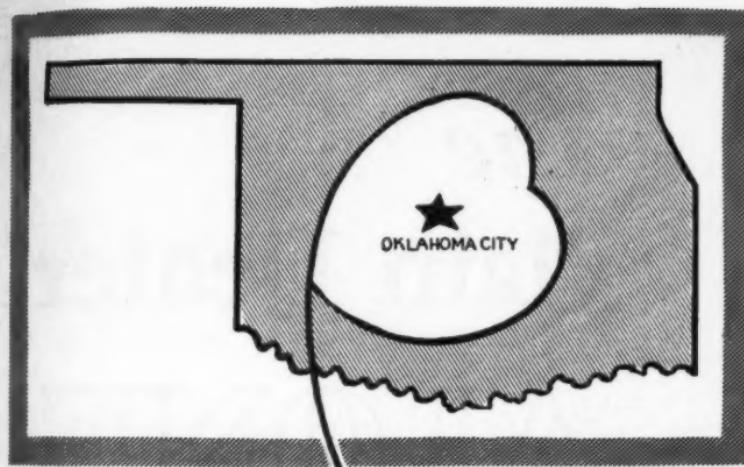
These suggested ways of making audit reports so that they more nearly reflect the true nature of a circulation are only the beginning. But perhaps they serve to illustrate that there is much in the way of candor that might be brought out of the mouths of publishers by a serious search for truth and clarity on the part of buyers of advertising. If that is the case, this discussion, if pursued, can lead to progress in the science of spending advertising dollars.

But let us not lose our perspec-

								Total Subscriptions measured
	Subscriptions	%	6 mos.	1 Yr.	2 Yr.	3 Yr.	by Years	%
*Direct from subscribers	25,000	25	1,000	20,000	3,000	1,000	29,500	17.40
Premiums	5,000	5			5,000		10,000	5.90
Part Time Canvassers	20,000	20			20,000		40,000	23.60
Full Time Canvassers								
1. Cash in advance	10,000	10					10,000	30,000
2. Instalment or Payment on Delivery	10,000	10			5,000	5,000	15,000	8.85
Club Raisers	5,000	5			5,000		5,000	2.95
Clubbing Offers	5,000	5			5,000		5,000	2.95
Other Publishers	10,000	10			10,000		10,000	5.90
Subscription Agencies	15,000	15				15,000	30,000	17.70
Other sources	none		none	none	none	none	none	
TOTAL	105,000	105%	1,000	45,000	48,000	11,000		
			÷2		×2	×3		
				500	45,000	96,000	33,000	174,500 102.95%
†-5,000	†-5			†-5,000			†-5,000	†-2.95%
100,000	100%		500	40,000	96,000	33,000	169,500	100.00%

\*Direct Subscriptions are not now shown on either the Audit or Publishers' Statement.

† Reconciliation:  
Deduct clubbing included in direct



# 101,769

**In City and Suburban Territory**

*According to Publishers' A. B. C. Report  
6 months ending March 31, 1926*

- in a trade territory with a population of 728,624.
- a paper daily for 64% of all families.

## **The DAILY OKLAHOMAN OKLAHOMA CITY TIMES**

Represented by E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

Apr. 22, 1926

*The*  
**Plain Dealer**  
**ALONE**  
*will sell it*



*The Cleveland*  
*in Cleveland and Northern Ohio - ONE*

J. B. WOODWARD

110 E. 42nd St.  
New York

WOODWARD & KELLY

350 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

follow the judgment  
of the 976 National  
advertisers who used  
the Plain Dealer  
*exclusively* in 1925  
in Northern Ohio



# Plain Dealer

*Medium ALONE - One Cost Will sell it*

R. J. BIDWELL CO.  
Times Building  
Los Angeles

R. J. BIDWELL CO.  
742 Market Street  
San Francisco, Cal.

tive. The cold, hard facts about mediums give only one side. A publication is essentially a psychological instrument. The fact that it reaches certain people in certain localities and is sold to them by certain means, constitutes one basis of judging its value. The most important consideration cannot be determined with scientific accuracy nor can it be audited: namely, what happens when the publication is delivered? While that must always remain in the realm of opinion, still the opinion of the buyer on that question will always be the dominating factor in determining relative values of mediums.

Advertising is not so much concerned with the distributing of pictorial and word messages on the pages of newspapers or periodicals. It consists of making impressions on many minds. An advertisement does not begin to work until it gets off the page and into the mind. Circulation methods of sale, as indicating the public's desire for a publication, give the buyer his only actual basis of forming an opinion as to what the psychological value of the publication may be as a medium for his advertising. It is because the A. B. C. gives us the only standardized, auditable basis of forming or checking opinions that we should be interested in encouraging an improvement of its work, at the same time recognizing the great advancement which its formation and twelve years of service have meant to this business.

#### Phelps Agency Appoints Dudley Siddall

Dudley Siddall, recently advertising manager of Loring R. Hoover & Company, New York, has been appointed manager of the New York office of George Harrison Phelps, Inc., Detroit advertising agency. He succeeds the late Woodman Morrison. Mr. Siddall also had been advertising manager of the North American Company.

#### Leaves Metropolitan Chain Stores

August Ernstthal has resigned as vice-president and a director of the Metropolitan Chain Stores, New York.

#### Changes in Pepperell Advertising Staff

Duncan Rogers, advertising manager of the Ipswich Mills, Ipswich, Mass., manufacturer of Ipswich hosiery, and of the Pepperell Manufacturing Co., Boston, Pepperell sheets and sheeting, will now direct the advertising of the Pepperell company, the Lewiston Bleachery and Dye Works, and the Stork Company, Stork sheeting and baby goods. The latter two companies were recently taken over by the Pepperell management.

Paul W. Huston has been appointed advertising manager of the Ipswich Mills with headquarters at New York. Thomas S. Buechner, formerly with the Hawley Advertising Company, New York, has been made assistant to Mr. Huston.

Gardner Sanford, who was assistant advertising manager of the Ipswich and Pepperell companies, will continue as assistant to Mr. Rogers.

#### Warm Air Heating Equipment Manufacturers to Advertise

A fund was voted for an advertising campaign by the members of the National Warm Air Heating and Ventilating Association at their convention which was held at St. Louis recently. It is planned to conduct an educational campaign among dealers in warm air heating equipment and to undertake an advertising campaign in magazines and farm papers. This campaign will be started as soon as a definite plan is worked out by the publicity committee, which will meet at Columbus, Ohio, within the next three weeks.

#### Herbert Porter with Atlanta "Constitution"

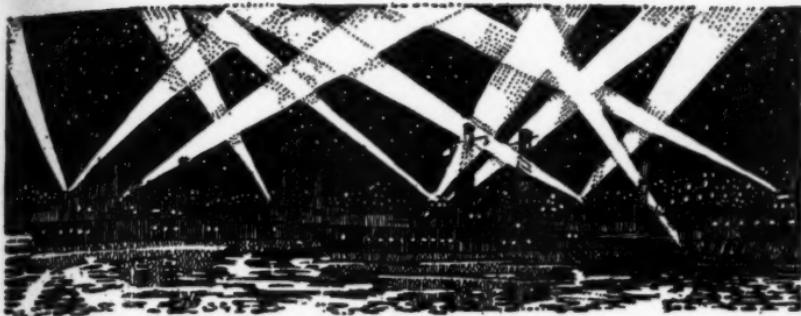
Herbert Porter has joined the Atlanta *Constitution* as director of advertising. He has been with the Atlanta *Georgian* for the last six and one-half years, first as advertising manager and then as director of advertising. Prior to entering newspaper work he had been assistant advertising manager of the Studebaker Corporation.

#### Beverage to Be Advertised in Newspapers

The Britt-Schiele Advertising Company, St. Louis, has been appointed to direct an advertising campaign on Pale Moon, a grape drink which is bottled at Fort Dodge, Iowa. Newspapers throughout the Central and Southwestern States will be used.

#### Golf Tee Account for Kirkland-Engel

Jack Shipman, Chicago, manufacturer of the Rex golf tee, a new zinc tee, has appointed the Kirkland-Engel Company, Chicago advertising agency, to direct the advertising for this product. Golf publications and direct-mail will be used.



# *The Conquest of New York* 1926



IT is being said that magazine history holds no precedent for the leaping and bounding of *The New Yorker*.

Never before has any magazine romped so swiftly to dominance in its market.

Little more than a year ago, on a birthday which fell obscurely between those of Lincoln and Washington, *The New Yorker* was started.

Already in little more than a year its circulation is crowding the 50,000 mark. Nearly all of it in Quality New York.



No longer ago than September last its circulation was hovering around the 12,000 mark.

In October it mounted to 16,000;  
In November to 25,000;  
In December to 31,000;  
In January to 36,000;  
In February it passed 40,000;  
and now it is crowding 50,000.

Its favor in Quality New York is already outstanding; no other class periodical even remotely approaches its circulation in the Metropolitan District.

### *Double Your Selling Effort in New York*

The New York market warrants a special and added, even a concentrated, advertising effort.

The New York metropolitan district comprises only 8 per cent of the national population—but it earns more than 20 per cent of the national income.



Most national magazines, of course, fall far short of concentrating their circulation in New York to an extent commensurate with its opportunities for sales.



Very few magazines have substantially more than 8 per cent of their total circulation in the metropolitan district; and many very great ones have substantially less.

Even the best advertising lists wear thin in New York.

But *The New Yorker* offers the opportunity to overlay and duplicate the circulation of national periodicals at the point of greatest potential sales opportunity; to add extra selling effort where it will support a comparative weakness in magazine advertising.

And *The New Yorker* by reason of its wit, its brilliant and its exclusive appeal to the bright people of New York, offers the opportunity to apply this extra added selling effort with those people who set the standards for the rest of New York—and the rest of the country—to follow.



*Until May 1st, space  
in The New Yorker may  
be ordered for a year in  
advance at the present  
extremely low rate of  
\$250 a page*

*The*  
**NEW YORKER**

RAYMOND B. BOWEN  
*Advertising Manager*  
25 West 45th Street, New York

## Weaving the Headline into the Picture

A Closer Relationship between the Number of Interesting Layout Combinations Two Has Been Established by a

By W. Livingston Larned

**W**AYS and means of unifying headline and picture constantly engage the attention of the layout expert. To run a type display headline at the top of the space and to place an illustration beneath it is insufficient. There are much better arrangements.

It is felt, logically enough, that both picture and phrases are individually strengthened by being more interestingly meshed. The happiest blend is when the reader sees both instantaneously, almost as one.

This point can be demonstrated quite clearly by reference to several current examples, wherein the combining of headline with art work has been arrived at along scientific lines.

An advertisement for asbestos roofing wishes to suggest that "Periodic destruction of whole city areas by fire leaping from roof to roof, has conclusively proved that the fire-safe roof is a public as well as a private concern."

In order to supply an unusual illustration for a theme which, in its general aspects, has been put before the country for years and years, and is therefore not spectacular, the artist draws a circle of fire-fighters, giants in size, holding an immense protective area of asbestos over an entire city, which is drawn in miniature at their feet. The picture is strikingly unconventional.

Over the surface of the blanket, the headline is hand-drawn: "Some day whole cities will be Fire Blanketed." And that is just where the headline belongs. As the eye reads the sentence, it is encircled by the illustration. Automatically, the two are assimilated at a single, understanding glance.



JOHNS-MANVILLE TIES HEADLINE AND PICTURE TOGETHER

The example is excellent for many specific reasons. The heading is in the very centre of the picture, framed with spectacular action and set off by the product discussed. There is no confusion. The hand-drawn lettering is against a white area and is easily read. A dozen or more human figures are directing influences

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visually, while the headline, in turn, calls attention to the illustration. It is unnecessary for the eye to move from headline to picture and back again.

Not once in fifty times, can you find this ideal meshing of the picture with the opening statement of the advertisement. They are likely to be separate units, divided by white space.

The series for the Woodstock electric typewriter has carried this idea to the point where it is one of the chief, distinguishing assets of an important campaign, used now, for more than a year, and recognized as a very satisfactory basic theme.

By making backgrounds solid black, and then patterning them with facsimile typewriting, considerably enlarged, an unusual and out-of-the-ordinary composition is arrived at for serialization. Headlines, each one different, blaze out in white letters from this background, appropriate to the picture, the latter being superimposed over some part of the black surface. Thus, an executive is shown at a machine and the heading reads: "Woodstock Electric if you had to do it yourself." The mortise for text is small, and placed unobtrusively in the lower part of the design. All else is illustration and headline. It should be mentioned that all facsimile typewriting against the black is covered by a soft, even tone of gray, except in the case of the headline message, which is tooled out white on the plate.

The effect is most extraordinary and interesting. That the headline becomes pictorial, in a sense, and links up with the illustration in the very closest bonds of intimacy, is not to be denied. As in the other example, they are really one.

An effective series of this character is being used for Diamond salt, although the process is far simpler. Original wash drawings are given solid black backgrounds, and the headlines are in white, on them, near the figure portions. The tie-up is close and harmonious, however, and the eye of the reader has less to do. Since hand-

drawn headlines have so greatly improved and since so many ingenious ideas have been injected into them, it is easier to tie them with the picture.

It is frequently intimated that the heading does not really belong with the picture, but should be immediately above the text, thus

DIAMOND CRYSTAL SALT SHOWS HOW TO COMBINE HEADLINE AND PICTURE

making it easy for a person to read right on down to the very last line, without interruption. The newer form, however, is to wed headline with illustration, and then supply a secondary heading, in smaller size, which follows the picture, and gives impetus to the remainder of the message.

A campaign for White Rock ginger ale very definitely unifies headings with pictures, when, as people using the product, or waiters, serving it, open bottles, and pour out the contents, highly descriptive words dart out from the ginger ale as it pours into the glass. These words are drawn right over the illustration. They dance in the composition and take up as much room as the artist deems expedient in view of what he is attempting to do.

The intrusion of the heading

March, 1926

**99642**

The net paid circulation of the ITEM-TRIBUNE combination during the month of March, 1926, was 99,642—the ITEM 64,451; the TRIBUNE 35,191.

Naturally, the ITEM-TRIBUNE daily combination still *guarantees* 95,000 total circulation; 80,000 city circulation. And the rates haven't changed either—20c a line daily; 18c a line Sunday.

IN NEW ORLEANS IT IS  
THE ITEM-TRIBUNE

New Orleans  
**Item-Tribune**

# An Advertising "Gold Brick"

that costs some advertisers thousands

When your friends start saying,  
"That's great advertising you are  
running"—check up on results

**I**N advertising, everybody is an expert—except the expert.

Any Pullman porter will gladly criticise a \$19,000.00 Saturday Evening Post "spread" for you.

Any office boy, elevator operator or billing-machine clerk will pick out the "best" ads in this month's magazine for you in the space of minutes.

Such opinions mean nothing. The acid test of public response lists them high among advertising "gold bricks." Accepting them has cost many an advertiser thousands in sales.

Inexperienced advertisers frequently have the habit of courting everybody's opinion about their advertising—and acting on it. If it differs from the expert's, the expert is wrong.

Experienced advertisers, those who have gained great markets by advertising, and are holding them against competition, court nobody's opinion except their own and their advertising agents'.

They have learned that what looks like a "wonderful ad" to the uninitiated is usually a poor commercial risk.

They know the "tricks," "slogans," "snappy lines," "smart ideas," etc., which make such a great impression among the girls out in the shipping department, usually fall flat with the public.

Snappy slogans don't sell goods. "Clever ads" are usually too clever to register in sales. The ad that really does business rarely gains applause except from the public. Looking for applause any place else is a costly business in advertising.

To make money by means of advertising, study the common-sense simplicity of successful advertising—and apply its principles to yours.

The magazines are full of such advertisements. Note them.

Mark how year in and year out they produce sales. Look in issues five years old. Note how the common-sense advertiser has grown great, while his too clever rivals have fallen by the way.

Experience proves which kind of advertising endures. Proves that common-sense principles alone have attained outstanding results in this field.



## LORD & THOMAS

NEW YORK  
247 Park Avenue

Advertising

CHICAGO  
400 North Michigan Avenue

LOS ANGELES  
1151 South Broadway

LONDON, ENGLAND  
Victoria Embankment

SAN FRANCISCO  
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

where it will accomplish the most good and receive the most important display, is the up-to-date composition plan. An illustration may be split wide open, in order to insert a few words of copy. In a typical illustration for a casing-plaster for repairing automobiles, the photographic study of a motorist examining a tire is placed to the left, and dollars, whirling down the half page, gradually turning into tires, to the right, while between them, in large size, the one word: "SAVE" is mortised. Such devices are always effective.

It is a feature of some of the Cunningham radio tube advertisements to melt the headline into the picture by having figures actually carve them on flat surfaces, as when a heroic giant, with hammer and chisel, shapes the letters on a great arch.

Recently, a novel little picture for canoes had the trail of a paddle in the water form the three words of a headline.

In each and every Coca-Cola illustration in colors, the words "Refresh Yourself" are invariably hand-drawn, in script, as near to glasses or bottle as possible. The close association is no more than good advertising.

Advertisers have come so to appreciate the wisdom of unity between an important headline statement and the picture, that a year ago the fad was started of cutting panel or white bands directly across the face of a picture, however beautiful it might be, and in these mortises run the heading. It was merely a desire to complete the tie-up, and to permit people to see both at the identical moment.

But this is by no means the best plan, for it is quite likely to mar an otherwise fine illustration. Several illustrators of national reputation stipulate, before they accept a commission, that their canvases are not to have such intruding devices arbitrarily thrust into and over them.

Unquestionably, the modern poster has influenced the placing of headlines, especially in the case of displays containing very little text.

The ideal poster combines a few display words with a simple picture, and the two are assimilated at the same second. To do this in newspaper and magazine compositions has been the aim of many campaigns.

Simplify the number of places the eye must seek. Do not break a composition up into many different units. Solidify them, bind them together. Concentrated vision is a thing very much to be desired. A dozen or more zones of visual interest in an advertisement is tiring.

A great many of the current Sheetrock pages have managed cleverly to combine headline with picture in a manner never quite attained before. It has been characteristic of this campaign to place a section of Sheetrock at an angle, as if in motion, down through the page. The latest series retains this feature but adds a new note. Headlines are drawn, in giant-size letters from side to side, with a segment of Sheetrock splitting a sentence in two but not in such a manner as to make for difficult reading.

"Here are all the tools you need," is a headline in a farm-paper page, and the letters, more than an inch high, have been given a generous space in the centre of the page. Sweeping downward from them and through them, unobtrusively, are saws, hammers, nails, a footrule, sketchily rendered in pen outline.

The picture and the headline are a single unit, one helping out the other, and neither one detracting from the other.

"We do everything in our power," remarks a national advertiser, "to put the headline and the art work in one basket, sympathetically, of course, and with no intention of drawing from the artistic character of the pictorial effects. But they must be of the same complexion. We do not want to make it necessary for the eye to move from a headline statement to an illustration placed at some distance from it."

"We always attempt to put pictorial words into these headlines



"I have noted with much interest the growth of your circulation during the past few months and am wondering how high the curve will go before it stops climbing. It seems to me that The American Mercury should appeal to any man or woman in the United States who is interested in social, political or economic questions; and who has sufficient breadth of vision or sense of humor not to be shocked by unusual thought and fearless discussion."

*Edwin O. Perrin*

Vice-President

OLMSTEAD, PERRIN and LEFFINGWELL, Inc.

More than 60,000  
net paid circulation

730 Fifth Avenue  
New York

Apr. 22, 1926

and ideas which give a sentence illustrative qualities. It is quite possible to do this, by the way. Our idea came from an industrial motion picture we had made for us, which followed the course of a dozen or more manufacturing processes. Most pictures I had seen first flashed a title and then moved on to the picture of what it described. The motion picture made for us was different.

"For a reasonable length of time, a certain process or operation made its appearance and the descriptive matter went along with it, on some part of the picture, although wisely placed. The eye at once read the heading and saw the thing which it described and we were all so delighted, that we determined to secure some such idea as this for our advertising illustrations and headlines."

Build the headline with the art work in mind, and then see what can be done to bring them into harmonious partnership. Each profits by this process. The fusing of the two makes one less distracting unit in the composition. There is less for the eye to do and a decrease of visual roaming from one part of the advertisement to another. This alone makes it distinctly worth while.

#### T. F. Flanagan Returns to Hoyt Agency

Thomas F. Flanagan has again become associated with the Charles W. Hoyt Company, Inc., New York advertising agency. He resigned about six months ago to join a Florida realty development. Mr. Flanagan had been with the Hoyt agency for a number of years, first in the plan department and, later, in charge of research. When he resigned he was an account executive and a director of the company.

On his return to the staff, Mr. Flanagan becomes an account executive and manager of the Boston office.

#### Succeeds "Radio Trade Directory"

The "Radio Trade Directory," published by the McGraw-Hill Publishing Company, Inc., New York, will be succeeded by the "McGraw-Hill Radio Trade Catalogue" with the August issue. The contents will be enlarged and the size changed. It is published three times a year.

#### Give Gift Goods a Chance for Year-Round Sale

A PRODUCT which enjoys membership in the gift class is fortunate during the Christmas season, but through the remainder of the year it is apt to suffer a handicap. Such is the case with lounging robes, according to the Behrens & Blumgardt Company, New York, which manufactures both lounging robes and house coats. In its business-paper advertising this company is making a special effort to break down the sales resistance which it declares is largely the result of the dealer's state of mind.

"What in years past has been the deadliest line in the men's wear business?" asks the copy. "Bath and lounging robes beyond a doubt. Why? Because they have been limited mainly to the Christmas gift class."

This situation, though unfortunate, offers the dealer a wonderful opportunity to increase his profits. He is told to take his lounging robes out of the once-a-year gift class and the results will open his eyes. Lounging robes are made to be worn every day, says the advertiser, and the need for them is always present if dealers will only impress upon their customers the fact that they are not a seasonal product.

It is suggested that the dealer take a robe out of stock and try it himself. He is told of their great use abroad and of the feeling of luxury and relaxation which comes with a change from business clothes after a strenuous day to the comfortable lounging robe. This trial, the copy continues, will convince the dealer that there is an everyday need for robes in every household and that if he pushes their sale he will open up a profitable field.

Miss Ida Vaughan, for twelve years advertising manager of the H. E. Verran Company, Stamford, Conn., Royal Society embroidery materials, has resigned.

**McJunkin  
Advertising Company**  
*5 South Wabash Avenue  
CHICAGO*

This advertising agency is now in its twenty-first year. Its plans are functioning adequately for national advertisers in a wide variety of industries. Its personnel is adapted in an uncommon degree to provide that sort of intimate service which is characteristic of agency relations long maintained. It invites correspondence upon the part of manufacturers of products of general use or consumption.

Apr. 22, 1926

A limited amount  
of preferred space is  
still to be had in the  
new Magazine Section  
of The Chicago  
Sunday Tribune ↗  
Printed in  
Rotogravure ↗  
Circulation now in  
excess of 1,100,000  
~\$1.59 a milline~

**T**HE new Rotogravure Magazine Section of The Chicago Tribune, recently enlarged from tabloid to Pictorial Section size and opened to advertising, offers special inducements. Here is one great circulation identified in the closest manner with this market and dominating it as the most effective medium. You are sure of 100% attention. In 1100 towns of The Chicago Territory one-fifth to four-fifths of all the families read it.

Preferred position in any medium is at a premium. Here it is to be had at no extra cost. It is an exclusive section with high reader interest and with a minimum of competitive advertising. Art effects, impossible with halftones in black and white reproduction, are gained by rotogravure.

Where can you buy 1,100,000 circulation—magazine display with newspaper vigor—in rotogravure for so extremely low cost? There is some space still available. We urge prompt reservations.

## Rates

The same rules as for the Pictorial Section govern make-up and closing dates. The page size is 19 $\frac{1}{4}$  x 14 $\frac{1}{4}$  inches—or 7 columns of 270 x 28 lines.

Full page . . . . .	\$2500.00
Half page . . . . .	1500.00
Less than half page, per agate line	1.75

## THE CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

Tribune Tower—Chicago

512 Fifth Avenue—New York

718 Chamber of Commerce Bldg., Boston

Haas Bldg.—Los Angeles

540 Collins Avenue—Miami Beach

**B**ELOW is a list of stories written by the best living authors in Europe and America. Never published before, they will appear in the Magazine Section during the next few months, commanding a tremendous reader interest.

The Open Casement  
by Katherine Newlin  
Burt

The Ultimate Tri-  
umph of Mr. Tidd  
by E. Phillips  
Oppenheim

Relax  
by Ruth Pine Furniss

The Forgotten Altar  
by Julia Francis  
Wood

The Mystic  
by Robert Hichens

A Grain of Mustard  
Seed  
by Katherine Newlin  
Burt

Her Beloved Three  
by Elizabeth Jordan

The Bitter  
Samaritan  
by Ida M. Evans

The Witch's Hat  
by Douglas Newton

A Man Must Hold  
His Wife  
by E. Phillips  
Oppenheim

Flying Seed  
by Marjorie Bowen

The Fair Unfair  
by Booth Tarkington

## A Gem of Purest Ray Serene

**T**URNING over the pages of last month's issue of "Norway," we came to the conclusion that an editor's life most emphatically is not worth living. Despite the fact that no less than three pairs of eyes had looked over the proofs, we were dumbfounded to find an abominable misprint in the article entitled "Norway and the Safeguarding Industries Act." On page 9 it was stated that "opposing council showed . . ." instead of "opposing counsel showed . . ." Now if we had been editing a popular paper with millions of readers, we should have refused to apologize. We should have remembered the proud words of some editorial prig who said "The Daily Wire never apologizes." But as "Norway" pretends to be merely a humble organ for commercial and industrial interests, and moreover as "Norway" is not bound down by any cast-iron rules or traditional policy, we should like to adopt as our motto "We always apologize." By this we do not mean that we are willing to act as every man's scapegoat, but we do mean that we are always prepared to confess our sins and to obtain absolution from our readers. We are not prepared to go through the world with bowed head and burning cheeks, but we are prepared cheerfully and respectfully to admit our errors. And so in this particular instance we humbly tender our apologies to every reader of "Norway" who may have been annoyed, or, what is even worse, puzzled by this shocking misprint.

And yet there is something very bewitching about a misprint. One immediately thinks of a wicked Puck gamboling up and down on the types, or tickling the compositor behind the ear: and we all know what happens when a compositor laughs during business hours. It makes us feel that to set up any document or any article in type, is rather like a gamble

Reprinted from "Norway."

with Chance with the dice heavily loaded in favor of Chance. Personally we are amazed at the comparative absence of misprints in newspapers, periodicals and books, and we should feel it as a warm breath from the land of make-believe if a serious misprint were to occur in a mighty dissertation on Political Economy. For a misprint is essentially human and lovable; we are sure that a compositor who has a weakness for misprints is not only a good father and an affectionate husband, but quite a bit of a poet as well. And apart altogether from this we do not know what Sir Owen Seaman would do if his eager contributors suddenly discovered that misprints were extinct. We rather fancy that in such circumstances *Punch* would have to cease publication.

There is much to be said for the theory that spoonerisms and misprints are fundamentally the same thing. We all love the man who said "For real enjoyment give me a well-boiled icicle" in the excitement (no doubt) of some fiery discussion of the relative merits of cycling versus walking. Then why not think kindly of the man who occasionally adds to the gaiety of nations by concocting a subtle or even a diabolical misprint? It has been maintained over and over again that a humorist is of greater significance to humanity than a scientist, and if this theory be true, it follows that a mischievous compositor with (or even without) a sense of the grotesque plays a more important part in the history of mankind than the most learned of professors.

### S. M. Kenyon with Hartford Agency

Stephen M. Kenyon has joined The Manternach Company, Hartford, Conn., advertising agency, and will be in charge of research, merchandising and sales activities. He has been with Erwin, Wasey & Company, New York, for the last three years. Prior to that time he had been with N. W. Ayer & Son.

### Harry Caswell Honored

Harry Caswell, advertising manager of the Absorbine Company, has been elected president of the Springfield, Mass., Chamber of Commerce.



**A**BOUT twenty years ago a manufacturer of show cases "started on a shoestring." His present capital, derived entirely from this one business, is high up in the millions. From that time to this the Economist Group has been an important part of his promotion to stores, expanding each year with the growth of his business. He knows the POWER of the Economist Group. If properly advertised, any good line can be profitably advertised to department and dry goods stores.

(239 W. 39th Street, New York  
and principal cities)





## WHY NOT SELL AS YOU BUY?



ORMULA and specification are key words to a good purchasing agent. Count, compare, measure and weigh; analyze for proportions and purity; test for stress and strain, efficiency and endurance.

Whether it is textiles or coal, chemicals or steel, paper or gold, the buyer is wary and meticulous.

And across the corridor at another desk sits the seller, sending to market the goods which are the sum of all these purchases.

Does the company sell with as much pains as it buys?

Granted that there must be in salesmanship a certain daring, a swift decisiveness, a touch of scorn for detail, a greater flair for human nature than for things material. Yet the average seller will do well to take a leaf out of the big book of the average buyer.

In his own department the seller must also be the buyer of one essential commodity—advertising space.

## WHY NOT SELL AS YOU BUY?

Too often, when he is buying space, he acts as if he were still a salesman. He ought then to be as hard-headed and hard-hearted as the P. A. Salesmen deal brilliantly in hunch, prejudice, anecdote, special pleading and large round numbers. When they come to the advertising schedule, they need to forget all that and face chill facts and stiff columns of digits. For some of them the strain is too severe. The consequent errors would be funny if they were not so costly.

The mania for millions of circulation is in part a reflection of breathless space buying.

Some products require mass advertising. Merchandising history has been made by the periodicals which reach millions. But like other history, it is marred by the mishaps of those who tried blindly to follow where they should never have been led.

Great classes of goods and services should not be advertised to the mass. Others should be advertised partly to the mass and partly to the selective class. Advertisers who sell as judiciously as they buy know these axioms. It is these whose copy you see in **THE QUALITY GROUP**—*next to thinking matter*.

## THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY

THE GOLDEN BOOK MAGAZINE

HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE

THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

## Increased sales for manufacturers who go after them!

G. A. Nichols' article in Printers' Ink for April first entitled "This Farm Relief Business" contains the following:

The average farm in Minnesota is worth about \$26,000. In almost any kind of year the owner can net \$700 or \$800 from such a farm *in addition* to his living. Many Minnesota farmers bought their land at from \$10 to \$25 an acre and it is now worth \$150 an acre. Even if these farmers have not made any actual money during the time the value has been increasing they have made their living. They cannot help therefore getting rich.

Many advertisers have not made good in the agricultural field because they have failed to realize that the *potential market* is the thing they are after or should be after.

The Household Journal's 700,000 paid-in-advance subscribers are located in the rich Middle-Western farming communities. Whether you want to increase your sales via the mail-order route or thru retail outlets, you can do so effectively and economically thru the columns of the Household Journal.

# The HOUSEHOLD JOURNAL

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IRA E. SEYMORE, *Adv. Mgr.* • Batavia, Illinois

*Chicago Office*

Rhodes & Leisenring, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*

A. H. Greener, *Manager*  
116 West 39th St.  
Room 634

# Advertisers Oppose New Trade-Mark Legislation

Association of National Advertisers Solidly Objects to Passage of Vestal-Ernst Bill in Its Present Form

*Washington Bureau  
of PRINTERS' INK.*

**A**DVERTISERS are voicing opposition to proposed new Federal legislation on trademarks as embodied in the Vestal-Ernst Bill. Such opposition was very evident at hearings recently held on that bill before the House Committee on Patents. In addition to opposition from advertisers, the bill also met with some opposition from the legal fraternity, despite the fact that it has the approval of the American Bar Association.

Because of this opposition it is believed that the bill will not be enacted into law during the present session of Congress. It also is believed that many important changes will be made in the present bill before it finally does become a law.

The measure in question has been under consideration by the American Bar Association for the last five years. It was drafted by a committee of the section of Patent, Trade-Mark and Copyright Law of the association composed of James A. Carr, Melville Church, James T. Newton, Harry D. Nims, A. C. Paul, W. L. Symons, and Edward S. Rogers.

The bill would do away with the Act of 1920, which was passed merely to facilitate the registration of American marks in foreign countries, and would substitute for it a "Deposit" system. It would retain most of the provisions of the Act of 1905 with certain additions and modifications.

The deposit system is evidently designed to encourage the deposit of as many trade-marks as possible, in order to facilitate search and prevent duplication. Section 5 of the bill provides that anyone using in commerce any mark, symbol, label, package, configuration of goods, name, word or phrase

identifying any merchandise or business may, on payment of a fee of \$2, deposit such mark in the Patent Office, where such deposited marks shall be assembled for search purposes by the office. The depositor of such a mark who makes a statement under oath that he is rightfully using the mark to distinguish his goods in commerce and is preparing to use it in foreign commerce, and that he believes no other person has an equal right in the use of his mark, would obtain a "Certificate of Deposit" from the Patent Office. This certificate is intended to be a basis for foreign registration under the existing treaties and conventions.

## PLURAL REGISTRATIONS

"Plural Registrations" in certain instances are provided for by the Vestal-Ernst Bill. An applicant for registration may claim ownership of a mark for a limited portion of the United States or in foreign commerce, in which case the commissioner may register the mark for such territory or commerce, and another applicant may claim the use of the same mark in another territory and may obtain a registration of the mark for that territory. The bill also provides for the registration of names or devices, including union labels and the marks of associations used in commerce, in the same manner and with the same effect as trade-marks, and further provides that when registered they shall be entitled to the same protection and remedies against infringement as provided by the bill in the case of trademarks used on goods.

Another provision of the Vestal-Ernst Bill would allow any person who is intending to adopt a trademark to apply for the registration of such mark, whereupon the commissioner would make an investi-

Apr. 22, 1926

gation as to the validity of the mark and, if it is found to be proper, publish it so that opposition may be filed. If the right of the applicant to the proposed mark is sustained, he may, within six months, file an application in the regular way based upon the actual use of the mark. Evidently the intention of this provision is to enable a person before really adopting a mark to determine through the Patent Office whether such a mark is open to him and can be adopted with safety.

These provisions appear to be the most important of the Vestal-Ernst Bill. At least they are the ones which received the preponderance of both adverse and favorable criticism during the hearings before the House Committee.

The opposition of advertisers to the bill was voiced by R. K. Leavitt, secretary of the Association of National Advertisers, who declared that his organization solidly objected to the passage of the bill in its present form.

He criticized particularly the system of "Certificates of Deposit," claiming that the provision would lead to fraudulent practices and the jeopardizing of many valuable marks. He also objected to the registration of marks now registrable only under the Act of 1920, and said that the provision for plural registrations would result in no end of litigation and costly confusion.

Walter C. Hughes, of the National Association of Candy Manufacturers and H. McClure Johnson, of the National Association of Grocery Manufacturers, were others who appeared in opposition to the bill.

While the representatives of trade-mark owners were in accord in their objections to the bill, the legal testimony, on the other hand, appeared to be about equally divided for and against. Among the lawyers who appeared in favor of the bill were Edward S. Rogers and A. C. Paul, of the American Bar Association Committee that drafted the measure.

Mr. Paul, in his defense of the bill, said that he had listened to

all of the testimony with considerable interest and that he was convinced that the majority of the witnesses were not so far apart that they could not come to an agreement after further discussion of the various provisions of the bill. He explained that the bill had been drawn solely with the intention of giving modern business an equitable and convenient method of trade-mark protection and that the committee would be very glad to consider further suggestions from any and every source with the intention of further improving the bill so that it would be entirely acceptable.

### Corpus Christi, Texas, to Advertise

The Corpus Christi, Texas, Chamber of Commerce has completed arrangements for an advertising campaign extending over an indefinite period. The initial schedule, which will be addressed to investors, calls for the use of newspapers in the Middle West. This will be followed in the early summer by copy throughout the Southwest in an effort to attract tourists. The copy to be used in the fall and winter will have a combination tourist and investor appeal. This advertising is being handled by the Corpus Christi office of Coulter & Payne, Inc., advertising agency.

### General Motors Sales Show Big Gain

The March retail sales of the General Motors Company, Detroit, which amounted to 106,051 cars, created a new high record for that company. This is an increase of 50 per cent when compared with the total of 70,594 cars which were sold in March, 1925. The previous record was made in April, 1923, when 105,778 cars were sold. Retail sales for the first quarter were 224,720 cars, compared with 135,766 a year ago, a gain of 66 per cent.

### Allied Newspapers to Open Detroit Office

A Detroit office of Allied Newspapers, Inc., publishers' representative, will be opened on May 1. C. J. Feldman, who has been with the Chicago office of the organization, will be in charge of the new office.

### Charles H. S. Brown Dead

Charles H. S. Brown, one of the founders and a partner of Brown Brothers, New York, news and commercial photographers, died at that city last week at the age of fifty-two.



## This Cap Helps Repeat Sales

The quality maintenance of perishable products depends upon the efficiency of the container. The efficiency of the container is itself directly dependent upon the ease of application and security of the cap. The Amerseal cap forms an air-tight, leak-proof closure, no matter how many times it is removed and replaced. This is all-important in winning repeat orders for every type of perishable product.

### The Amerseal Seals and Secures

The scientific mechanical construction of the Amerseal makes a positively air-tight closure—quickly applied; a safe and secure

seal—readily and quickly removed. There is sufficient flexibility in the cap to offset variations in glass and liners. The equally spaced lugs engage corresponding and slightly inclined threads on the container making a positively secure, air-tight, leak-proof, scientifically fitted closure. It has a rolled edge which cannot cut the fingers.



### Amerseal Beauty Sells the Product

The majority of Amerseals are lithographed or enamel sprayed. Their users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner or of having a beautifully tinted seal as the closure for their container. The Amerseal cap displays, sells and secures.

#### Amerseal YOUR Product

*A Better "Seal-and-Re seal" Is Not Possible*

**AMERICAN METAL CAP COMPANY**

Brooklyn

New York

Branches in the following cities:

Chicago  
Cleveland  
Detroit

St. Louis  
Los Angeles  
San Francisco

Portland  
Seattle  
Louisville

Apr. 22, 1926



*"There's a Difference  
In Farm Papers"*

Late in March we took a group of Eastern advertising men out among our honest-to-goodness "Heart States" farmers. Everyone was impressed with their confident attitude. "Pretty good time to sell farmers, when they are feeling like this, isn't it?" remarked one of our Eastern friends.

It is! You reach more than a Million real farmers (subscribers) monthly through Successful Farming.

## MEREDITH PUBLISHING COMPANY

SUCCESSFUL FARMING—THE DAIRY FARMER  
BETTER HOMES AND GARDENS

F. O. BOHEN, Advertising Director

E. T. MEREDITH, Publisher, Des Moines, Iowa

# SUCCESSFUL

Chicago Office:  
123 W. Madison St.

New York Office:  
270 Madison Ave.

St. Louis Office:  
Syndicate Trust Bldg.

Kansas City  
Land Bank

Business is good with  
advertisers who are  
selling our more-than-  
a-Million ready-to-buy  
farm families.

# AGRICULTURAL FARMING

Kansas City Office:  
and Bank Bldg.

Minneapolis Office:  
Palace Bldg.

Western Office:  
Sharon Bldg., San Francisco

**Nova Scotia  
New Brunswick**



**Quebec Ontario  
Prince Edward Is.**

**134 — vs — 37**

With 9 million population, Canada does an export trade equal to that done by the U. S. when she had 75 million people. Per capita exports today are:

**United States - \$37.00  
Canada - - - - \$134.00**

The nation that sells most can buy most.

**SELL IN CANADA—  
ADVERTISE IN HER NEWSPAPERS**

# The Daily Newspapers of Canada

Your agency will give you facts and figures

#### *Pacific Market*

	Population	Newspaper
Vancouver	... 175,000	Province
Victoria	.... 80,000	Colonist

#### *Prairie Market*

	Population	Newspaper
Winnipeg	.... 280,000	Free Press
Winnipeg	.... 280,000	Tribune
Edmonton	.... 70,000	Journal
Lethbridge	.... 15,000	Herald
Calgary	.... 75,000	Herald
Regina	.... 35,000	Leader & Post
Saskatoon	.... 31,000	Phoenix & Star
Moose Jaw	.... 20,000	Times & Herald

#### *Maritime Market*

	Population	Newspaper
Halifax	.... 75,000	Herald & Mail

#### *Ontario Market*

	Population	Newspaper
Toronto	.... 850,000	Globe
Toronto	.... 850,000	Telegram
Hamilton	.... 131,000	Spectator
London	.... 70,000	Advertiser
London	.... 70,000	Free Press
Kingston	.... 25,000	Whig
Kitchener	.... 30,000	Record
Peterboro	.... 25,000	Examiner
Brockville	.... 12,000	Recorder-Times

#### *Quebec Market*

	Population	Newspaper
Montreal	.... 839,000	Gazette
Quebec	.... 117,500	Le Soleil (French)
Sherbrooke	.... 35,000	La Tribune (French)

**Manitoba  
Saskatchewan**



**Alberta  
British Columbia**

# The New Outlet—Roadside Refreshment Stands

Why They Should Be Taught to Improve Themselves and Their Structures

ANSCO PHOTOPRODUCTS, INC.  
Binghamton, N. Y.

*Editor of PRINTERS' INK:*

Can you furnish us any information regarding selling and merchandising to tourist camps and roadside filling stations? We are searching for new outlets for our merchandise and consider this class as retail distributors. Do you know of any jobbers organized to sell to this class or of any wagon salesmen who cater principally to such outlets?

ANSCO PHOTOPRODUCTS, INC.

THE development of tourist camps and roadside stands as a new retail outlet is so recent that an adequate survey of their resources and possibilities has not been made. In fact, the rise of this whole class of business has come so suddenly that it has undoubtedly caught many producers and distributors napping. Unquestionably more can be made out of this field than has been the case so far. The salesman who stops only at big hotels in the larger towns is bound to miss this new source of business along the motor highways. In most cases, the chronic railroad traveler is not even aware of it.

PRINTERS' INK has published three enlightening articles on this subject, in the following issues: October, 1922 (P. I. M.), page 35; September 3, 1925, page 125; August 20, 1925, page 143.

Within a comparatively few years a large portion of the American population has taken to life on wheels. As soon as open weather comes in the spring, they tune up the family car, tie a folded tent or shelter on the running board, and take to the more or less open road. They stay out until cold weather in October or November drives them either home or to a warm climate. Some of them have a definite purpose in mind, but others go just to be going. They don't care where. They simply enjoy that rubber-tired sensation, the relief from monot-

ony, and the pleasures of adventure. Some of them are artisans and mechanics who are ready to do odd jobs, a few are de luxe tourists with ample incomes, but perhaps the majority are respectable middle-class folk who would be affronted if called gypsies.

Florida, of course, gave an enormous boost to this migratory movement, but long before Florida became the great goal, the Grand Canyon, Yellowstone Park, the Rocky Mountains, and the Southwestern States saw the migrants passing through in thousands. In the West, huge motor tourist camps are elaborately equipped to serve the rubber-tired traveler, providing him with essential comforts and conveniences without depriving him of his beloved open air. The Southern camps are not so elaborate now, but will probably catch up.

It is a curious fact—though not so curious when you think it over—that so large a number of American people have reacted strongly against the high state of mechanical refinement to which the modern American dwelling has been brought. They have tired of too much luxury and too much convenience. They want to get out and rough it, sleep on the ground, eat campfire bacon and beans mixed with ants and caterpillars, and get themselves covered with perspiration, dust, and assorted brands of motor oil.

There is still another stratum of the population which does not go in for transcontinental tours, but which, in seasonable weather, employs every leisure moment in "taking the air" by means of a more or less luxurious car. They think nothing of covering 100 miles in an evening, and weekends find them ranging much further.

All these people develop scores of needs and desires which must

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be catered to, for the road engenders all sorts of impulses alien to the citizen who sticks to urban streets. They must have not only the usual accessories and spare parts, but an infinite variety of foods and drinks, articles of apparel and amusement, and all kinds of souvenirs and knicknacks to bring home or to send to friends.

An observer at a roadside stand, patronized both by tourists and short trippers, kept a record of the articles called for within the space of one hour between 7 and 8 p. m. on a warmish day last autumn. This is the list:

Tires, tubes, drag chain, kerosene, gasoline camp stove, woman's veil, pain liniment, first-aid outfit, candy, ginger ale, mineral water, absorbent cotton, pins and needles, baked beans, canned bacon, condensed milk, blue goggles, woman's motoring cap, sweaters, matches, soap, sandwiches, butter-milk, sandpaper and ukulele strings.

A year ago it was estimated that there were 100,000 roadside stands in the country. There may be double that number now, for last summer saw an enormous increase in motor touring everywhere, especially while the Florida rush was at its height.

There is no list that we know of giving the names of jobbers or wagon salesmen who cater particularly to this trade. It might be necessary to send out an investigator in an automobile to locate these dealers and the conditions of the trade.

Those firms which approach the roadside dealers with a desire to help them sell goods and stabilize their business will undoubtedly reap more benefit in the long run than those which merely try to load them up with unsuitable and unsalable trash. It would also be a good idea for these firms to teach the refreshment stand trade the advantage of having neater and more sightly establishments. In many cases the stands are no more than a shelter of old boards or a disreputable shack. Such structures when covered with raucous and hideously colored

signs, and cards are horrible to look at, and this condition cannot fail to have an unfavorable effect on the advertising matter which they display.

It stands to reason that as fast as motor highways are perfected and extended, and as fast as motor cars are bought and used for trips and tours, the roadside stand will become a fixture in the landscape. Their number is likely to grow very fast, and it is to the interest of advertisers who sell goods to them to help them realize their better possibilities.—[Ed. PRINTERS' INK.]

### White Mule Advertising to Grow with Business

As the business of White Mule, Inc., Carbondale, Ill., manufacturer of tire patch, radiator stop leaks, enamels and automobile specialties, develops, advertising will be extended, according to F. W. Held, general manager.

"Our advertising plans for the time being," Mr. Held informs PRINTERS' INK, "comprise direct-mail dealer solicitations through circulars, letters and illustrated literature, as well as counter displays and window displays. As the development of our business justifies, we plan to enter the newspaper, trade-journal and magazine publicity field."

The company's trade-mark, White Mule, has been registered covering its entire line, which is marketed through traveling representatives to retail dealers.

### H. E. Houghton Joins Sesamee

Harry E. Houghton, recently advertising director and director in charge of sales promotion of the Aetna Life Insurance Company, Hartford, Conn., has become general manager of the Sesamee Company, manufacturer of keyless locks. Clinton V. Pickering, who has been with the Aetna company for two years, succeeds Mr. Houghton.

### Owens Bottle Net Profits Increase

The Owens Bottle Company, Toledo, Ohio, manufacturer of bottles, Owens Tooth Brush Closure, etc., reports net profits, after charges, of \$5,051,050 for the year ended December 31, 1925. This compares with \$3,710,543 reported in 1924.

### O. T. Maurer with Cowen, Dempsey & Dengler

Otto T. Maurer, formerly with The Blackman Company, New York, has joined Cowen, Dempsey & Dengler, Inc., New York advertising agency, as assistant production manager.

# known merit

To have merit and not to be *known* may mean something in the future, but it means nothing at present. To be known but to be without *merit* is to be sliding from the present into the past.

But *known merit* is a thing of the immediate present. McCall's is a magazine of the immediate present. Its contributors are writers of known merit. Its advertisers offer, and its readers buy and consume, wares of known merit.



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# The wise way more is in the



If you were buying real estate, you would want to invest your money in a city with a growing population.

Consider the circulation figures of a newspaper as representing its population, and see how the Baltimore News "city" has grown:

Circulation, August 1925	99,300
" Sept. 1925	103,299
" Oct. 1925	105,818
" Nov. 1925	112,558
" Dec. 1925	114,095
" Jan. 1926	115,392
" Feb. 1926	122,101
" Mar. 1926	124,340

a gain of 25,000 net paid circulation in a seven month period!

# y to Cover Balti- e Baltimore News!

**O**VER 124,000 families take the Baltimore News every day. As the average News family consists of 3.16 adults, that represents a coverage of over 375,000 ADULT readers each day. Most of them read no other evening paper.

And Baltimore is an "evening paper town"! The merchants turn to evening papers to get results,—and they know!

You can buy the Baltimore News without being forced to buy a morning paper of largely duplicating circulation.

If you want to cover Baltimore, the News is your "best bet"!

*Announcement  
To National Advertisers*

*and  
Advertising Agencies*

*The National Advertising  
Departments  
of*

*New York Evening Journal  
Baltimore Evening News  
Baltimore American  
Washington Evening Times  
Washington Herald  
Atlanta Evening Georgian  
Atlanta Sunday American*

*are combined with  
offices in*

*New York—Chicago—Detroit*

*New York Office:  
W. G. HOBSON, Eastern Manager  
2 Columbus Circle*

*Telephone: Circle 5400*

*Chicago Office: Detroit Office:  
F. E. CRAWFORD FRANKLIN PAYNE  
Western Manager Representative  
913 Hearst Bldg. 1351 Book Building*

*All under direction of:  
JAMES C. DAYTON, Publisher  
NEW YORK EVENING  
JOURNAL*

**THE BALTIMORE NEWS**  
**BALTIMORE, MD.**

# Where the Junior Salesman Fits In

There Are Times When a Cub Will Prove More Resultful Than an Experienced Man

By A. H. Deute

General Sales Manager, The Borden Company

FOR ten years, a certain territory had been worked by a really good salesman. As time went on and the business grew, the territory became unwieldy. He could not work it properly. It was impossible for him to go out and hunt up new accounts. He was selling 200 accounts out of a possible 500. It was physically impossible to attend to more.

The first thought of the sales manager was to cut the territory in half and add another man. But the salesman made a counter suggestion.

"I have the big, first-class accounts all coming fine. If I have to take a cut in territory, I will have to spend a lot of time working up little accounts. You will either be paying me a high price for doing that work or else you will put me on a commission basis which really means a cut in income to me. In neither case, is it the square thing to do.

"I want you to give me a junior salesman. He can ride right along with me in my car, so there won't be much traveling expense. We can take rooms together in the hotels and that will be cheaper than two men traveling separately. Furthermore, you can get a beginner to work alongside of me, while you have to get a man with experience to work half the territory alone. The company will save in salary and expense.

"I'll teach that young fellow the business as we go along. In each town, I'll work my regular accounts. I can't handle any more than I'm handling—I realize that. But the junior salesman will buzz around and work all the others. I can give him a certain amount of time closing a tough one now and then. Evenings, we will talk over the day's work and he'll be all the better for the next day.

"We can get a good, bright man just out of college for this junior work. He will be getting first-hand training and experience which he couldn't possibly get if turned loose alone. If you put on a man like that for \$100 a month and expenses to start, you are giving him a training and foundation that will beat any post-graduate course he can take. His expenses, working alone with me, will be about \$150 a month. That makes a total of \$250 to start. If you put an experienced man into half my territory, you'll have to pay at least \$225 salary and his expenses will run \$300 a month including mileage. That makes \$525 against \$250.

"So there will be a little something in it for me, in return for the time I spend on him and the training I give him. I'm going to ask you to give me 1 per cent on his sales. That will give me about \$50 a month extra. But it will save the house a lot of money and it will mean bringing up a youngster who is being trained properly. And everybody will be happy."

## THE PLAN IS SUCCESSFUL

The plan was put into effect. It is working out so well that the company is trying to find other territories where a similar plan will work. All territories cannot be arranged in this way. There must be the proper combination of circumstances. The old timer must be the sort of man who can and will teach the younger man. The territory must have opportunities for the younger man to keep busy. But where the conditions are right, it makes for a much happier solution than the plan of cutting the territory in two.

A few years ago, I ran across a salesman working everything up

and down the Pacific Coast on a commission basis. He had three lines. It took all his time to take care of the department stores and the other large accounts. He had a wide territory and was frankly "high-spotting." "I'm out for the big fish," was his explanation. "There are a lot of good little ones, but I can't get around to them."

Then, two of the houses he represented got their heads together and decided that this man was not doing justice to their lines. The Coast was growing. Their business was not making commensurate progress. Although he had had their lines for many years, they planned on making a separate territory out of the Northwestern group. The salesman heard rumors of this and undertook to forestall the move.

He went East. He told his principals frankly that the territory was growing. The large stores were growing larger. They required the personal attention of a capable man. He was that man. He had grown up with most of those buyers. But there were now scores of other stores which should be worked. Many of these were in smaller towns. He planned to employ a junior salesman and pay him out of his commissions. He had his eye on a young man two years out of college who was at that time working in his father's store.

The upshot was that the principals were at least temporarily satisfied and willing to give the plan a trial. The salesman carried his junior man along with him. He paid the junior's expenses and worked out a commission on his sales. Everybody is satisfied.

#### JUNIORS IN LARGE CITIES

Probably the simplest territory to which to assign junior salesmen is in large towns and cities. For several years, a salesman covered a large Middle Western town for a confectionery line. At the start, there were no more accounts to cover than he could handle properly and comfortably.

The town grew rapidly. Within

a few years, it was too large for one man to cover properly. Yet, it was hardly large enough for two men. The salesman in the town was getting nice volume on a small salary plus commission basis. To cut the town in two would have disheartened and discouraged the salesman because his income, at least temporarily, would have been greatly reduced.

The sales manager of this company made a trip to the town and looked the situation over. There were easily 250 to 300 stores not being worked. It is true they were the smaller stores, but in the aggregate, there was much business not being brought in. And the town was still growing rapidly.

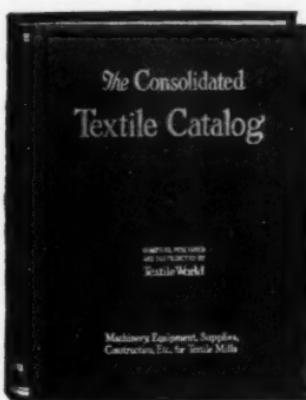
The salesman was looking for trouble. He knew the situation was unsound. Then, the sales manager worked out a pleasing solution.

"Look here," he said. "What are you going to do with that boy of yours? I understand he's finishing college next spring. This town is full of business you can't take care of. The town is growing. The company is losing business and we've got to see about ways and means of getting it.

"Tell you what we'll do. We'll give that boy of yours a year's trial. We'll start him off on our pay-roll when school is out. We'll give him \$100 a month. He will be your junior salesman. You route him so that he covers the smaller accounts you aren't working. All his sales will go in with yours when we come to figure your commissions. You are getting 5 per cent. Suppose you give him 2½ per cent on what he sells. Between you, if he's any good, you ought to bring this town right along. But, of course, we are going to figure on you and the boy together getting at least \$25,000 more business the first year than you got the previous twelve months."

A splendid builder of young salesmen is George Buse, of Buse & Caldwell, Pittsburgh. Recently, he explained his attitude in this way: "There is in every market a large group of buyers who are

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# Announcing The 1926-1927 Edition of the **Consolidated Textile Catalog**

The third edition of the Consolidated Textile Catalog is now being compiled.

The function of this book is not so much to sell machinery, equipment and supplies as to help textile men **BUY** them. It is an integral part of the buying process in thousands of mills.

Picture the average mill—a huge organization employing hundreds and often thousands of workers, purchasing large quantities of machinery, equipment

and supplies. When something is needed—an air compressor, for example—the Catalog is referred to. The buyer wants sizes, descriptions, specifications. He gets them in the Catalog—at once, without having to wait, without searching through files.

The Catalog is printed on fine stock, and is beautifully bound. It is distributed to a carefully selected and double-checked list of men who actually do the buying of 98% of the machinery, equipment and supplies used in the manufacture of textiles in the United States, Canada and Mexico. It also goes to mills in Japan, China, Australia, South America, Italy, and other foreign textile centers using American equipment, to exporters of textile machinery, mill engineers and architects, to American Consular officers abroad, and to new mills established during the year.

If you intend to take advantage of the opportunity this Catalog offers you, send your space reservations in without delay. If you want assistance in the preparation of copy we have a staff of specialists to serve you.

Further information will be gladly supplied. Published by

# TextileWorld

*Largest net paid circulation in the textile field*

Audit Bureau of  
Circulations



Associated Business  
Papers, Inc.

**BRAGDON, LORD & NAGLE CO.**  
**334 FOURTH AVENUE**      **NEW YORK CITY**

necessarily small buyers. But their total purchases are large and they cannot be overlooked. At the same time, it is impossible to assign them to the high-price man who can and does write the big business. An executive has two alternatives, namely: employing an older man who is obtainable at a small salary or developing a young man who is just starting out. Now, while the young, inexperienced man requires much more attention and coaching and training, I prefer to work with him than to give the territory to the older man who comes for little money. The reason that the older, experienced man comes for little money is because he has demonstrated to his own satisfaction that he is of small calibre. Often he has some inherent weakness which has kept him from getting to the point where a man should be at his age. At any rate, the chances are slight that he will ever be much better.

"On the other hand, a good, ambitious youngster is more than likely to improve from year to year. Given some real personal attention and instruction, the younger man is practically bound to get better and better. As he progresses, he adds new life and new energy to the entire organization.

"Of course, there are the regulation difficulties which are always evident in undertaking to develop the youngster. He is apt to be impatient—wants to progress much faster than is possible—fails to realize that for the first year or two he is probably being paid more than he is worth. There is always the chance that in a moment of youthful unbalance, he will jump the job and go into something else for the sake of another dollar a week.

"But there is always a certain percentage of young men of sufficient mental soundness to stick to the middle of the road. There is always a better chance to bring them into real production than there is to try to bring a mature, low-price man into big production.

"A professional baseball manager told me once that if he could get

one star out of a hundred rookies, he would consider himself blessed. I think that the percentage of youngsters who reward the boss by making good is somewhat higher than that. But even if it is only one in a hundred, that one is worth the time and trouble.

"The great stumbling block in bringing on the youngster is generally that the young man greatly over-estimates his ability while the employer is more than apt to under-estimate what the youngster can do. Some place in between is about the right spot. And if the employer and his young employee can get together on about what that point is, there is plenty of reason why the road ahead should be smooth and long and satisfactory.

"But there is one thing about the youngster, starting in as a salesman, which the employer must keep in mind and this is that the young salesman cannot be left alone much of the time. Every day, if possible, he should have his chance to talk things over. At least once a week, he should get everything off his chest and, in return, get a measure of good, wholesome information and advice. Maybe he needs encouragement. Maybe he needs taking down a peg or two. If he has had a rough week, he no doubt needs to be told that this is all in the run of business. If he has had a good week, he needs to be told that this, too, is all in the run of business.

"The junior salesman is an extremist. He is either in the depths of gloom or he is floating in a seventh heaven. He is apt to be either wanting to throw it all over or else he comes marching in and demands a raise in pay and a private office. But out of the group of youngsters, certain ones emerge as leaders and nobody gets more secret satisfaction and public joy out of having the youngster make good than the boss who can call him his 'find.'

#### Pacific Mills Appointment

The Pacific Mills, Boston, have appointed Aldrich Taylor advertising manager. He had been purchasing agent.



# ADVERTISEMENTS THAT PAY

Unless they do that, something is wrong.

But to write paying copy calls for something more than ability to string words together. An expert advertisement writer has ways of testing the degree of reader interest his copy excites. Not so the novice.

We have records that reveal the degree of reader interest resulting from various types of copy appeal. Illustrations, too, are checked in ways that reveal which methods produce the most effective power. The strength of headlines is likewise recorded. But one test covers all. To be successful, advertising must sell goods.

Real experience earns the way to truths that mere "cleverness" or "brilliant inspiration" never discovers. It makes our advertising service important because it covers so broad a field. Example has proved the best way to tell the sales story. But it comes only to those of experience. It can be gained in no other way.

*"What is Advertising," a series of which the above is one has been published under this title. The entire series will be sent upon request.*

**C. C. WINNINGHAM**  
*Advertising and Merchandising*

GENERAL MOTORS BUILDING  
DETROIT

# COLUMBIA

*The Largest Catholic Magazine in the World*

Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:

Men	1,211,908
Women	1,060,420
Boys under 18	249,980
Girls under 18	244,336
<b>TOTAL</b>	<b>2,766,644</b>



The tube with  
the unusable  
hinge-cap.



**WILLIAMS'** Shaving Cream and **Aqua Velva**,  
an after shaving preparation, products of the  
J. B. Williams Company of Glastonbury, Connecticut, are advertised regularly in **COLUMBIA**.

Practically all of the million and more men readers of **COLUMBIA** are potential users of these products, and of course the J. B. Williams Company participates in the loyalty and confidence with which this great host of men regard *their* magazine.

It is to be expected, therefore, that this advertiser, like many others, will receive a satisfying return from the investment in **COLUMBIA** productiveness.

## The Knights of Columbus

*Publish, Print and Circulate COLUMBIA from  
their own printing plant at New Haven, Connecticut*

Net Paid Circulation 757,443, A. B. C. Audit

*Eastern Office:*

D. J. GILLESPIE, Adv. Director  
35 West 43rd Street, New York City

*Western Office:*

J. F. JENKINS, Western Manager  
134 South LaSalle Street, Chicago, Ill.

# Advertised Goods Change Lumber "Yards" to Stores

Black Sheep among Retailers Grasp New Idea and Make Up for Lost Time

By C. M. Harrison

"DO you sell builders' hardware?" a PRINTERS' INK representative asked a hardware dealer in Northfield, Minn., during a recent visit to that town.

"No," he replied, "we used to, but now the lumberman across the street sells it all."

"Why is that?"

"Well, he gets out among the farmers and learns about the new buildings. We don't have time to do this. About all we can do is to take care of the store here."

"Is there much building going on in this section?"

"Very little. In fact, I haven't heard of one new building during the last six weeks."

Going across the street to the lumber dealer, the PRINTERS' INK man repeated the question.

"Oh, yes," the lumberman replied, "building has been pretty good around here this winter. The weather hasn't been as cold as usual and this has helped. During the last two months we have sold material for fifteen buildings, including three houses. It was only yesterday that I sold a big barn bill."

There is no inclination here to make any unfriendly comparison between the two dealers, or even to intimate that lumbermen are better merchants than hardware men. The exact opposite is the case in most instances. Go on down the Jefferson Highway a few miles into Faribault and you see a hardware store that seems to have all that part of the world licked in builders' supplies as well as in a lot of other things. It all depends upon the man and his ability and inclination to know his trade.

But the Northfield incident is brought out here to illustrate how the lumber dealer, once perhaps the least efficient of all retailers, is

now fast becoming a merchant. This Northfield man is more than a dealer in lumber. He sells building materials, taking in a long list of items that never could be found in the old-time lumber yard. His establishment is really a building supply store.

The change has been wrought in his case and in plenty of others, including the Interior Lumber Company, of Minneapolis, largely by advertised goods. Advertisers have opened up new markets for the lumberman and now have really an alluring opportunity in his further development. In the retail lumber trade there is a most promising outlet for many classifications of advertised merchandise. One reason, to quote again the remark of the Northfield hardware man, is that "the lumber dealer has time to get out among the farmers and the other trade." At least, he does get out and herein is the difference. Talking with N. S. Coffin, president of the Interior Lumber Company, the writer got a vivid picture of how advertised commodities can be the nucleus of a progressive retail lumber merchandising policy that can multiply sales and net profits.

## PREFERS ADVERTISED ITEMS

"Whenever we possibly can do so," said Mr. Coffin, "we give an advertised item the preference. Sometimes it may not yield us as much profit on the individual sale, and then again it does. But in any event we obtain enough additional volume from the well-known merchandise to make many times the return that could be had from the other goods.

"We can get results from advertised merchandise because the selling is already largely done for us. If we will ally ourselves prop-

erly with the manufacturer's advertising efforts, we find that we have a huge advantage over competitors who, handling other classes of goods, have to do all the selling themselves. In other words, we have the start on them and can complete the sale—many sales, in fact—while they are building up the groundwork that they hope will result in business later. They get there eventually. Meanwhile the dealer with the advertised goods gets there many times and eventually leaves his competitors far behind.

"Among the many instances that would go to prove this statement, I now call to mind our experience with the 'Red Top' fence posts made by the Red Top Steel Post Company, of Chicago. This is an advertised item and has many advantages over the old-fashioned wood post. The cost is about the same, the post lasts forever practically, and a farmer can place a hundred of them in the time it would take him to dig holes and set in position ten or fifteen wooden posts.

"These 'Red Top' posts are stocked in all our yards—or stores as we prefer to call them. One of our branch managers sold something like 1,900 of the posts one year and thought he was doing a pretty good business. But he was not selling the goods at all. He was merely supplying them to people as they called for them, the demand being created entirely by the manufacturer's general advertising. We finally succeeded in waking this man up so he got something of an idea of the potential asset we had in this item, advertised as it was. He sent out to his trade advertising matter supplied by the manufacturer. He and his men talked Red Top posts to the farmers when they came in. Briefly stated, he added some constructive individual selling effort to the general campaign carried on by the manufacturer. The eventual result was that instead of selling a few hundred of the posts in a year, his sales last year exceeded 80,000.

"How far would our efforts

have taken us if we had been selling an unknown post even though it might have had equal merit? Presumably we would have got a fair amount of business, enough, at least, to pay us a reasonable profit on the time and effort we put in. But, judging from our experiences in other items, we would not have sold more than one-tenth—if that many indeed—of the unnamed or unnamed post.

#### THE QUALITY ANGLE

"There is another feature to trade-marked advertised items among building essentials that I think manufacturers lay too little pressure upon. This is that the article necessarily has quality. If it were otherwise, the maker would hesitate to place his name upon it. He has too much to lose. The reason the branch manager I have just mentioned did not proceed more energetically in the selling of Red Top posts was that he did not have a real appreciation of the value of the goods and what they mean to the farmer. Somebody had neglected to sell him on that fact.

"In this particular instance, here at headquarters where the buying for that yard is done, we supplied the motive power which resulted in the pleasing sales total. Operators of a chain of retail lumber establishments such as ours of course can and do pass along to their branch managers a knowledge of, and belief in, the goods they sell. But how about the independent dealer who has no big buyer over him? Unless he is properly sold on the goods as well as on the advertising, he has nobody to set him right, as our man had, and much business is lost as a result. This I believe is something for manufacturers to think about."

The Interior Lumber Company, Mr. Coffin further explained, has made trade-marked merchandise in building essentials the central feature of a merchandising plan whereby it operates a chain of twenty or so building material stores. These, located in the Dakotas, Iowa, Wisconsin and Minnesota, are conducted and controlled



## If You Wish to Sell More Floorcoverings

A RECENT countrywide investigation covering furniture and homefurnishings stores, showed that 97 percent of them sold floorcoverings. 70 percent of these stores were found to have special floorcoverings departments. They carried stocks of various sizes, the largest percentage of them (39.3) running from \$10,000 to \$25,000.

Another investigation covering an entirely different group of furniture stores proved the results of the first survey when it showed that 88.2 percent of these retailers sold carpets, 94.1 linoleums and 99 percent rugs.

For more than 25 years The National Magazine  
of the Furniture Trade

The increasing importance of the furniture and homefurnishings manufacturers is further indicated by the demands of these dealers for newspaper illustrations featuring floorcoverings, particularly rugs.

In addition to others, we publish the **FURNITURE RECORD ADVERTISING SERVICE**, a high grade newspaper mat service used by leading stores in the field. At least two pages each month must be devoted to floorcoverings in order to supply users with the amount of material they request.

**FURNITURE RECORD** makes it possible for advertisers to tie up closely with editorial material by running a special floorcoverings and drapery section in each month's issue. If you are not already familiar with this section we will send you a recent copy of the magazine containing it if you would like to have one.

We also have additional information regarding the demand for and sale of floorcoverings available to advertisers and agencies who are interested in selling additional production during 1926. You have but to request it.

## FURNITURE RECORD

*A Magazine of Better Merchandising  
for Home Furnishing Merchants*

GRAND RAPIDS, MICHIGAN

A. B. C.—Periodical Publishing Company, Publishers—A. B. P.

For more than 25 years The National Magazine  
of the Furniture Trade

Apr. 22, 1926

in detail from the company's headquarters in Minneapolis. They are standardized down to a fine point that makes one think of the Woolworth variety stores or the A. & P. grocery stores.

Office buildings, warehouses and lumber sheds of all the establishments are identical in form and layout, although some necessarily are larger than others. Lumber piles are arranged in the same sequence in all the yards. All other merchandise is similarly located and displayed; there must be no deviation anywhere.

The system has been worked down to a point where the company even goes so far as to dictate what shall be hung on the walls of the office. For example, there must be only one calendar.

The branch manager's entire job is selling. He does not even have to keep books. Whenever he makes a charge sale he sends a charge slip to Minneapolis in his mail that night. The entire system is elaborate but he has no part in the work or grief that the system may entail.

Selling being his job, therefore, the company does its best to see that he is thoroughly acquainted with the "why" of national advertising. The idea is to inspire him with a vision of what can be accomplished in a selling way if the advertised goods are given an unhampered opportunity. To keep this vision unimpaired, the company has a traveling sales manager, A. B. May. He has a desk in a spare corner at the Minneapolis office but seldom sees it, much less opens it. He goes from store to store, devoting as much time to each—a day, a week or a month—as may be necessary to keep the selling going along at full speed. He interprets to each branch manager the national advertising policy of each line of trade-marked goods in stock, passing along the ideas he learned from the manufacturer.

In each of the company's offices there is space for the exclusive use of customers. This is arranged on a standardized plan which is the same throughout the chain.

There is a long table at which customers may sit while awaiting attention from a salesman or in doing any writing or figuring. On the table are plan books covering various styles of buildings.

On the wall of the customers' room is a huge bulletin board arranged in squares of uniform size grouped around a large square in the centre. The centre square is taken up with a current advertising presentation of the company. In each of the smaller ones is an advertising message from a manufacturer whose goods the company carries in stock.

Under the bulletin board is a series of good-size pigeon holes. Each contains a supply of printed matter explaining some one of the advertised items set forth on the bulletin board above.

In the assortment are booklets, circulars, folders, leaflets and other attractively printed matter setting forth the merits of the advertised goods. The company's imprint is on all. Customers are encouraged to take the printed matter away with them and this is the widespread practice.

#### ENCLOSURES GO WITH ALL LETTERS

Out of the same class of material is sent frequent mailings to the company's prospects and customers. A large supply for this purpose with the imprint of the individual store is kept at headquarters in Minneapolis. Never does a letter go out from headquarters to one of the local customers that does not contain an enclosure telling about some advertised trademarked article that the company has in stock.

Direct mail efforts to get new customers are conducted at intervals. These are made up mainly of material supplied by manufacturers. The effort is not so much to sell the new prospect the establishment as a whole as it is to get him interested in some particular item of merchandise. When he buys this, or appears at the store to inquire about it, the selling process designed to cause him to be interested in the main stock then can begin.

There are 325,000 people in the City of Rochester. They consume a great deal of ginger ale. Can you sell more ginger ale to people who are constantly reminded to drink ginger ale or can you sell more to an audience that scarcely ever hears or sees the words?

**Soft Drink Advertising  
in Rochester Daily Newspapers**  
(In agate lines)

	Jan.	Feb.	March
Times-Union . . .	4,455	9,311	3,567
Second Paper . . .	None	None	84
Third Paper . . .	None	84	83

The Times-Union carried for the first three months of 1926 over 686 times as much soft drink advertising as all other Rochester dailies combined.

**The Times-Union**  
Rochester, N. Y.

**A GANNETT NEWSPAPER**  
*Each the leader in its field*

Elmira Star-Gazette-Advertiser	Newburgh News
Elmira Sunday Telegram	Rochester Times-Union
Ithaca Journal-News	Utica Observer-Dispatch



**Auguste Rodin, 1840-1917**

Rodin is probably best known as the sculptor of the celebrated figure "The Thinker". Among many of the famed works of this master of the modern naturalistic school are "the Citizens of Calais" and statues of Victor Hugo, Balzac and Bastien-Lepage.

# Rodin did not do the rough hewing

Rodin the famous French sculptor hired marble cutters to rough out blocks. Only when the figures he desired to create took form would the master take up the mallet and chisel.

Because he was relieved of the rough hewing, Rodin did more work. As a result of this the world is richer in masterpieces.

Think of Rodin's method and ask yourself a question. Are your salesmen doing

the labor of rough hewing when business paper advertising can do it more economically?

Are you paying for call after call in which your salesmen meet with ignorance of your house or indifference to your product?

To reach the classes of men on whom your salesmen call, and reach them at low cost, there are A. B. P. papers. Your advertising in these papers does the "rough hewing," and makes the job of selling easier.

Ask about A. B. P. papers. Definite information about them, their circulations (which are A. B. C. audited) and the fields they cover is available.

Membership in the Associated Business Papers, Inc., assures a publication that maintains the highest standards of publishing practice.

The Advisory Service Department of the A. B. P. will be glad to confer with any manufacturer or advertising agency seeking information in the business paper field. No obligation incurred.

# A. B. P.

THE ASSOCIATED BUSINESS PAPERS, INC.  
Executive Offices: 220 West 42nd Street, New York

*A group of qualified publications reaching 56 fields of trade and industry*

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Apr. 22, 1926

## Co-operative Farm Organizations Increasing

Some Facts of Decided Interest to Manufacturers Are Brought Out in a Survey of This Field Recently Completed by the United States Department of Agriculture.

**C**O-OPERATIVE farm associations are increasing. A survey of co-operative farm associations, made in 1915, by the United States Department of Agriculture showed that there were then about 6,000 in existence. A survey of the same field, recently completed by the same government department, shows that there are now over 12,000 active co-operative farm associations. Concerning this survey the Department of Agriculture says:

"The associations include those selling farm products, buying farm supplies, operating creameries, cheese factories, canning plants, grain elevators, stockyards, warehouses, or rendering some one or more of the essential services connected with the conduct of farmer's enterprises. The figures do not include farmers' co-operative banks, credit associations, or insurance companies."

Fifty-four of the associations listed are federations with local units, 49 are sales agencies operating in central markets, 35 are bargaining associations, and 98 are large-scale organizations of the centralized type. Of the total number of associations listed by the department, 3,325 are primarily engaged in marketing grain, 2,197 handle dairy products, 1,770 ship livestock, 1,250 market fruits and vegetables, 121 perform various functions in the marketing of cotton, 91 in marketing wool, 71 in marketing poultry or poultry products, and 24 in marketing tobacco.

More than 70 per cent of all the associations are in the North Central States. Approximately 6 per cent are in the three Pacific Coast States, and less than 3 per cent in the six New England

States. The largest number of associations reporting from any one State is 1,383 from Minnesota. Iowa is credited with 1,094 associations, Wisconsin, 1,092, and Illinois, 822. Missouri has 537 associations; Nebraska, 486; Kansas, 466; California, 350 and New York, 286.

The grain marketing associations are largely in the twelve North Central States, as are also the greater number of the livestock shipping associations. The organizations engaged in marketing dairy products are scattered through the country with a fair percentage of the total number in Minnesota and Wisconsin.

## New Accounts for Montreal Agency

The Texas Gulf Sulphur Company, New York, has appointed the R. Sykes Muller Company, Ltd., Montreal advertising agency to direct its Canadian advertising. Business papers will be used.

This agency will also direct the newspaper advertising for the following products: Dow Malt Tonic, made by the National Breweries, Ltd.; Acme Visible Records, manufactured by the Office Specialty Company, Toronto, and for a dry ginger ale, produced by the Kel-Ola Company. All of these companies are in Montreal.

## J. N. Prickett Joins John Budd Company

John N. Prickett, formerly a space buyer for Erwin, Wasey & Company, Chicago advertising agency, and later with the New York office of the same agency, has joined the Chicago staff of The John Budd Company, publishers' representative.

## Cincinnati Agency Changes Name

The name of Klee, Haehnle, McBreen, Inc., Cincinnati advertising agency, has been changed to The Walter F. Haehnle Company. William W. Romaine, formerly with the Truscon Steel Company, Springfield, Ohio, has been made vice-president.

## New Labor Monthly at Seattle

The *Pacific Coast Press*, a monthly labor publication, has been established at Seattle, Wash. Ownership is vested in a number of officials of the four railway brotherhoods.



## Right Under The Dealers' Eyes—He SEES It!

You expect your advertising to influence the dealer as well as the ultimate consumer. You want the dealer to see your advertising so that he will know that yours is an "advertised line."

Because the Southern California dealer *also* advertises in the "Golden Circle" list of newspapers you don't have to tell the dealer that you are advertising in the newspapers that circulate among his customers.

He, himself, sees the advertising—he KNOWS you are making it easy for him to sell the ultimate consumer.

The "Golden Circle" list comprises 27 daily newspapers published in cities where people have ample funds for all necessities—and even luxuries. They are the only papers through which ALL of these prosperous people can be reached. Write any of the individual papers listed below for rates and further information. Address—

### DAILIES DIVISION

## Southern California Editorial Association

515 American Bank Bldg., Los Angeles, California

*These papers are members of the "Golden Circle" list:*

Anaheim Bulletin  
Brawley News  
Burbank Review  
Calexico Chronicle  
Colton Courier  
Corona Independent  
Fullerton News Tribune  
Glendale Evening News  
Hollywood Citizen

Huntington Park Signal  
Inglewood News  
Monrovia News  
Ontario Report  
Orange News  
Oxnard Courier  
Redlands Facts  
Riverside Enterprise  
Riverside Press

San Bernardino Sun-Telegram  
San Pedro Pilot  
Santa Ana Register  
Santa Barbara Press  
Santa Maria Times  
Santa Paula Chronicle  
Ventura Post  
Whittier News  
Yuma (Ariz.) Sun

Apr. 22, 1926

Condensed Milk  
Evaporated Milk  
Condensed Coffee



Malted Milk  
Milk Chocolate  
Dry Milk Flakes

350 Madison Ave.

New York, April 1, 1926

Please mark reply for attention  
of Stuart Peabody

Miss Katharine Clayberger,  
c/o People's Home Journal,  
285 Madison Avenue,  
New York, N. Y.

Dear Miss Clayberger:

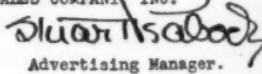
I have just examined carefully the material you are sending out to the mothers of small children among the readers of PEOPLE'S HOME JOURNAL, and I want to tell you how valuable and constructive I think this work is.

We have always regarded PEOPLE'S HOME JOURNAL as a real Institution something more than a periodical magazine. We have come to this opinion as a result of the excellent response we have got from our own advertising in PEOPLE'S HOME JOURNAL over a period of years. It occurs to me that work such as The Young Mother's Nursery Class, accounts for this unusual reader confidence.

Entirely aside from the fact that this effort on your part to improve the condition of babies and children makes PEOPLE'S HOME JOURNAL an excellent medium for advertising our own product, we think that you are to be complimented on your work from a humanitarian standpoint.

Yours very truly,

'THE BORDEN SALES COMPANY, INC.

  
Advertising Manager.

SP/EVG

"We have always regarded People's Home Journal as a *real institution*—something more than a periodical magazine.

"We have come to this opinion as a result of the excellent response we have gotten from our advertising over a period of years.

"Work such as the Young Mother's Nursery Class, accounts for this *unusual reader confidence*.

"We think that you are to be complimented on your work from a *humanitarian* standpoint."

(From Mr. Stuart Peabody's letter  
on the opposite page)

# PEOPLE'S HOME JOURNAL

950,000 Net Paid

Apr. 22, 1926

## Laws Governing the Sale of Veterinary Medicines

MAIL AND EXPRESS PRINTING CO.  
NEW YORK, N. Y.

*Editor of PRINTERS' INK:*

In the issue of February 4 there appeared an article from your Washington Bureau headed "Care Needed in Labeling and Advertising Goods" (page 145) which treated of the necessity of publishers and advertising agents familiarizing themselves on the current regulations of the Bureau of Chemistry.

One of our clients is planning to market a line of veterinary products and in the production of labels, etc., the matter of conforming to Federal, State and municipal regulations is of importance.

May we ask if you have any information as to whether there are Canadian, State and municipal regulations in addition to the regulations mentioned in the above article, and if so, will you kindly advise us to whom we shall apply for official copies?

We would also appreciate receiving from you the correct address of the Bureau or Department of the U. S. Government from whom the Federal regulations can be obtained.

MAIL AND EXPRESS PRINTING CO.

ALL of our States and the Federal Government, as well as practically all of the civilized countries of the world, have passed laws governing and restricting the sale of drugs and medicines. For information regarding the Federal regulations, an inquiry addressed to the Bureau of Chemistry, Washington, D. C., will bring copies of the law and references to those provisions of the Pure Food and Drugs Act which bear on the specific case.

A better source of information is the Proprietary Association, Star Building, Washington, D. C. This organization has prepared a report on the various laws of the different States, and is also in a position to furnish information regarding the laws and restrictions of many foreign countries. While this report covers drugs and medicines in general, it applies to veterinary remedies, since the generally accepted definition of a drug or medicine includes the treatment of both man and beast.

Another source of information is the Chemical Division of the Bureau of Foreign and Domestic

Commerce, Department of Commerce, Washington. For some time, this division has been publishing a series of reports on prepared medicines which now covers most of the countries of the world. These reports deal with the laws of different countries only in a general way but they contain so much information of value that they should be in the possession of every medicine manufacturer.

In Canada, the laws and restrictions are similar to our own. They are described in the reports mentioned and it would be well to take the matter up with the Canadian Customs House authorities who will undoubtedly be glad to furnish copies of the Dominion's laws governing imports of veterinary remedies.

In designing labels and other advertising material, as well as in creating advertising copy to sell veterinary remedies, it is well to adopt a general rule that will allow the unrestricted sale of the goods in any State or country. This general rule, if honestly based on our own Pure Food and Drugs Act and on the regulations of the Bureau of Chemistry is likely to be trouble-proof anywhere. It will prohibit all exaggerated claims and statements; it will not take advantage of so-called authorities who are prejudiced or overenthusiastic, and it will not allow the offering of any remedy as a cure.—[Ed. PRINTERS' INK.]

### "Ghost Stories," New Macfadden Publication

*Ghost Stories* is the name of a new magazine which will be published by the Macfadden Publications, Inc., New York. It will start with a July issue and appear monthly thereafter. The type page size will be 10 3-16 inches deep by seven inches wide. A. Henry Young is advertising manager.

### Dairy Account for Gardiner-Mace Agency

Southern Dairies, Inc., Washington, D. C., which manufactures Dixie Queen Butter, Velvet Ice Cream, etc., has appointed the Gardiner-Mace Company, New York advertising agency, to direct its advertising account. Newspapers will be used.

1826

1926



*A greater Coverage A greater Lead*



**now 139,436 daily  
112,850 Sunday**

¶ Sworn Postoffice Circulation Statements for the Six-Month Period ending March 31, 1926, reveal remarkable gains for Louisville's Biggest and Best Newspapers. To be specific, a gain of 11,596 Daily and 17,584 Sunday circulation in the past year.

¶ Back of The Courier-Journal's present prestige and reader influence in this territory are 100 years of valiant public service; an asset of almost equal value to these newspapers and to those who use them as advertising mediums.



## The Courier-Journal THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

Apr. 22, 1926

# *Are You Reaching The ONLY Group whose favorite magazine*



**I**N A little town in Pennsylvania there are just three ex-service men. Two of those men are fine, able-bodied fellows; the third is still recovering from a gas attack.

The nearest Legion Post is twelve miles away. Yet every week those two men cover the twenty-four miles which takes them to and from their Legion meeting. Every week they tell the latest Legion news to their

# of the *Buying Age* is the outgrowth of their *Greatest Sacrifice?*

sick buddy. Every week they let him read their copies of the American Legion Weekly.\*

For them the publication is an ever-enduring link between the present and the past. It is the symbol of their time of great sacrifice.

It means MORE to them than any other publication in the world.

Here is a magazine which BELONGS to the men who read it. It is a part of their being.

Our files are full of letters from advertisers who tell us that this unusual reader-interest is reflected in the kind of returns which they get on the money expended in the advertising pages of the publication.

*\*Original letter from one of these men detailing this circumstance is in our file and will be shown on request.*

# The AMERICAN LEGION *Weekly*

331 Madison Avenue New England Representative 410 N. Michigan Ave  
New York, N. Y. CARROLL J. SWAN Chicago, Ill.

Pacific Coast Representatives: BLANCHARD—NICHOLS—COLEMAN

# "Not Bad"

Food for the Copy Writers, Dished Up by a Copy Chief in a Way That Is Not So Common After All

By S. K. Wilson

SOME years ago, when, with a zest now laid away in lavender, most of the sophisticates of America read *The (morning) Sun*, a letter was published on that famous, cynical editorial page. It was a naive effort, honest, bewildered.

"Why do you say," bleated the writer, "in such-and-such an editorial, 'Certainly this was not ignoble conduct'?" (The precise words I've forgotten: rough in any you like.) "Why," the yawp continued, "snarl up the reader with that 'not ignoble,' when what you're trying to say is just plain 'noble'? Nothing but a silly up-stage pose, etc., etc."

"Not at all," blandly, almost gaily, countered the editorial writer. "We did not mean 'noble' and we did mean 'not ignoble.' Syntactically, we admit, it's the same phrase, but in meaning there's all the difference in the world. We can't tell you why. Either you see the difference or you don't. But—take our word for it—it's there!"

All writing—advertising copy not excepted—draws constantly this kind of fire from the literal-minded. Nuances of meaning are distrusted solely because they are not *perceived*. The recurrent cry, "Write simply," is often the refuge of the man who, because he cannot grasp finely shaded meanings, fails to realize that it's just these effects which brilliantly marry Lure to Logic, and permit the happy pair to set up housekeeping with more sales than accrue to the banal union of Bald Clarity and Simple Faith.

"What wouldn't I give for a lamp like that!" or "What wouldn't it mean to you to have (one) I" belong to this genre. Carp, carp—from the literalists. "You mean," they explode, "'What would I' or 'What would it?'" But we don't mean that—not by a mile. The difference between those two "identical" versions is profound; and

it's a difference which overwhelmingly favors the negative variant—in force, in fervor and in pace. "What would I" is dull, literal, stodgy, pedestrian; you expect a table of merits, a solemn perching upon the dubious *quid pro quo*. "What wouldn't I," on the other hand, rejects all idea of *quid pro quo*, strikes the note of yearning, causes the reader to break out all over in a buying rash—in short, is a complete advertisement in itself, without a single added word.

But—if you don't see that difference, you just don't see it, that's all.

This whole matter of oblique presentation, "expressing an affirmative by the negative of its opposite," and the like, is deeper than the knack of juggling showy figures of speech. It's deeper even than the purpose to make advertising copy more flexible and diversified. It's rock-bottom sales wisdom! For it's the only way to counteract the growing reader intolerance of threadbare superlatives.

## FOAMING AT THE MOUTH

"Best," "amazing," "exquisite"—"most exquisite," "most amazing" (and so on *ad nauseam*), what price such words today? A debased currency, if ever there was one. Mauled to death! But poor literal-minded Advertising, knowing no alternative, goes on frantically piling them up—with, the touching belief, apparently, that these vessels of quondam punch and passion can be recharged if the writer keeps on foaming at the mouth indefinitely. Fallacy, mournful fallacy—and with the remedial truth just round the corner!

"Oh," you interrupt with a giggle, "I know what you're driving at. Ahem! Deliberate understatement, eh? That's how you'd cure the superlativists. Old stuff! Come along through. Ex-

hibit A: 'United States tires are good tires.' And all the rest. Sure. We've heard all that before."

Well, not quite, not quite—although perhaps you couldn't hear it too many times. No, you've forgotten the first part of my little sermon. Understatement certainly falls gratefully, therefore persuasively, on the ear that is deafened by salvos of superlatives. But understatement is a ticklish thing to handle. Bald confidence *can* go unnoticed. Grant that commonplace restraint is better than commonplace rant; but that's not saying that a novel, a "different," manner of couching that restraint wouldn't be better than either.

In short, why not go gunning for a brand of this wholesome understatement that has a fresh and pungent taste to it? Why not do a little exploring among various rhetorical devices which will permit us to ditch the superlatives—yet sidestep the adjacent ditch of banal inaudibility?

I'm just lodging the idea. You can write your own ticket. Some of these tricks have rather haughty names, but you'll find they mix well in any company. They're such modest fellows that everybody likes them, yet so "kind of different" that nobody ever forgets them. And (to try my own prescription) maybe they can't sell goods!

It was once my privilege to present for criticism to Edward MacDowell certain essays in musical composition. I've told the yarn many times, never yet having found a basket big enough for my light. Perhaps that's why I always choose a credulous audience. Self-preservation. Anyhow, I pick instinctively simple souls who are too inexperienced to be bored with or distrustful of superlatives. This must be so because when I approach my climax and prepare to tell them what the great composer said about my work, I struggle with the contemptuous realization that they're going to be disappointed. What their shallow minds are reaching for is "amazing," "wonderful," "incomparable"! It's borne in on me that there are still people who swallow superlatives.

So it is with the superior feeling that I'm springing on them what all but the very few gullible souls to whom I'm restricted would declare was better than any superlative—it is with this species of proud humility that I seal my story with the maestro's own words.

"Not bad," said MacDowell," says I.

Right here, doubtless, is the place for this article to full-stop. But every copy writer has trained himself to disregard these finer artistic monitions. "Tisn't safe always to "leave it to the imagination." Even when he's writing to and for other copy writers he can't strip himself of the feeling that there may be some boobs among them. To "sell" my point, then, even at the cost of laboring it:

Substitute "Good" for "Not bad." Equivalent? Literally, yes. Actually, not by leagues. "Good" is impersonal, dry, cold, loose, ultimately non-committal. "Not bad" is a cogent personal indorsement, vital with the impact of its content of critical honesty. "Good" acquiesces genially and vaguely and lets it go at that; "Not bad" has done some investigating. "Good," it is true, tears down the flimsy edifice of contestable superlatives, but leaves in its stead a chilly-looking building that no one wants to live in. "Not bad" is the cure that isn't worse than the disease, the compromise that saves the situation, the superlative that is arrestingly and persuasively no superlative at all.

Well, well, my children, you either see it or you don't. Perhaps some of you are screaming inaudibly, "You're right, you're right," while others are whispering, much more resonantly, "Maybe you're not so far wrong at that!"

#### L. B. Smith with General Outdoor Advertising Company

Lester B. Smith, formerly sales manager of the Broadway Subway & Home Boroughs Car Advertising Company, New York, has joined the national department of the Philadelphia office of the General Outdoor Advertising Company.

Apr. 22, 1926

Sc



## The "Phantom Clerk" in Retail Stores

IN most stores serving farm trade you'll find a phantom clerk. It is a spirit of salesmanship that overcomes the problems of modern competition.

The merchant who sells unbranded wares must sell on personality. He must oppose organizations having the advantages that size alone can give.

The Phantom Clerk—farm paper advertising—has solved this problem. It has caused the merchant to sell branded goods with a built-up name behind them. It has given the humblest store the tremendous prestige of America's greatest manufacturers.

The merchant knows that when demand is centered on a *product* his trade is more substantial. His customers know that a given product on his shelves is just as good as though sold in the world's largest stores.

Farm paper advertising has made the farmer know it too. Advertising has given the markets to the manufacturers who have created them. It has put brand names into farm consciousness.

Surveys show that products advertised in farm papers have a farm sales lead over those that are not.

Does the Phantom Clerk work for your dealers?

### Agricultural Publishers Association

Victor F. Hayden, Executive Secretary

33 S. Clark Street, Chicago

*"Prosperity Follows the Plow"*

## A New Development in Fight against Fraudulent Advertising

**The State of Wisconsin Will Hire Two Investigators Whose Job It Will Be to See to It That the Wisconsin Statute against Fraudulent Advertising Is Enforced**

**A** NEW development in the Truth-in-Advertising movement, started in 1911 by PRINTERS' INK, with its "Model Statute Against Fraudulent Advertising," is now taking place in the State of Wisconsin. This State, according to notices sent out by its Civil Service Commission, intends to appoint two official investigators of fraudulent advertising.

When PRINTERS' INK first presented its suggested law against fraudulent advertising, which it had caused H. D. Nims to write, it said:

"We are against any law unless, at the same time, it is made somebody's business to watch out for infractions of the law, to collect the evidence, and see that the case is pressed."

Volunteer organizations, the membership of which were drawn chiefly from advertising clubs, came into existence to enforce the law. From such volunteer groups there were finally created a large number of local organizations and a national organization. The national organization, first known as the National Vigilance Committee of the Associated Advertising Clubs, is the National Better Business Commission. The local organizations are the Better Business Bureaus that are now to be found in so many cities and towns.

From this brief sketch of the development of organizations to enforce the PRINTERS' INK Model Statute, it will readily be seen that the step being taken by the State of Wisconsin represents a new page in the history of the movement—where a State Government steps in and appoints and pays a man to enforce the law.

This development, A. E. Garey,

Secretary and chief examiner of the Wisconsin Civil Service Commission, tells PRINTERS' INK was brought about chiefly through the influence of Oscar H. Morris, a member of the Wisconsin State Senate. Mr. Morris, in 1925, caused a change to be made in the Wisconsin statute against fraudulent advertising by adding the following paragraph:

"The Treasury Agent shall enforce the provisions of this section."

For the purpose of enforcement, an appropriation of \$5,000 was made. The Treasurer of the State of Wisconsin, Mr. Garey further explains, however, found that he did not have a sufficient number of deputies to enable him to take on this additional duty. Hence, it was decided that the appropriation of \$5,000 would be used to hire two investigators of fraudulent advertising.

The applicants for the position, in this instance, in addition to answering the usual questions set forth by the Civil Service Commission of Wisconsin, are required to tell what experience, if any, they have had with "methods of advertising, merchandising, inspectional or investigational work or detective work."

In this particular case, a special oral examination will be held by a board of three persons before the positions are finally filled. Senator Morris and Mr. Garey will be members of this board.

"The duties of these employees," Mr. Garey says, "will be largely to gather evidential information and to co-operate with the various district attorneys in the enforcement of the statute."

Mr. Garey's statement also indicates that they will work closely with the organized Truth-in-Advertising movement and other organizations interested in making and keeping advertising truthful.

### Golf Account for Merrill, Price & Taylor

The Golf Specialties Company, Oconomowoc, Wis., manufacturer of golf clubs, has appointed Merrill, Price & Taylor, Inc., Chicago advertising agency, to direct its advertising account.



## MR. FOOD MANUFACTURER:

Will a woman buy your product

*if*

she sees it; and  
she handles it; and  
she is told about it; and  
she tastes it; and  
she smells it?

MAYFAIR SERVICE creates brand demand for food products by an appeal to *all* the senses.

Our methods are established and proven.

Twenty products you know are gaining new customers *profitably* every day, because of Mayfair Service.

You buy this service on a basis of guaranteed average daily attendance at the Mayfair Demonstration Auditorium.

The costs compare favorably with any means you are now using to tell your story to women.

May we send you detailed information?

**MAYFAIR**  
DEMONSTRATION AUDITORIUM

25 West 43<sup>rd</sup> Street, New York City  
*Operated by* SHAW ADVERTISING CORPORATION



Apr. 22, 1926

**Read this  
advertisement in the  
Saturday Evening Post  
April 24th**

The

THE SATURDAY EVENING POST  
April 24, 1926

## One after another America's Greatest Concerns come to ATLANTA

Stearns, Rockwell & Company announce \$3,000,000 plant,  
National Biscuit Company to erect large Bakery—a  
total of 83 New Industries during the last year.



"No longer  
can industry serve the  
entire United States -  
from any one point have  
ever centrally located."

**CLEARLY** and definitely, Industrial America has selected Atlanta as the most logical manufacturing and distributing point for the South—a section whose rapid growth is destined to continue to record.

Over five hundred of the greatest concerns in business today are represented here with branch plants, warehouses and sales organizations. One after another, each seeking the ideal point for its operations, has come to Atlanta to survey and compare, with all the facts before them, that have come to Atlanta—and here from first to last of plants of every size and grade they have been a source of pride to the home office. 83 new industries were announced in Atlanta during the past year.

### Accessibility to Rich Markets Plus Production Economics

Obviously, the huge investments made here by America's largest concerns are well justified. The country's leading business executives attest the outstanding advantages offered by the Atlanta Industrial Area.

Each day Atlanta attracts a constant stream of over 12,000,000 people carried over daily by 15 major lines of eight great railway systems. A circle of ports close by, 23 of the 25 industrial minerals, lumber, cotton, and many other raw materials are close at hand.

Hydro-electric power costs low, with one exception, those of the other industrial centers.

Industry and living conditions in Atlanta are delightful. The mild and

"We decided to build in Atlanta because of the fast transportation facilities and the very great natural resources of the South and the great Southern market for our products."

"We made a thorough investigation of the various sections, determined Atlanta to be the best location for our new plant, and we are glad to be a part of the great growth of Atlanta."

"One of the chief considerations in our selection of Atlanta is the phenomenal growth of the Southern market, and we are gratified to see the growth of Atlanta."

*John H. Johnson  
Chairman  
MARSH, MORRIS & CO.*

temperate climate allows full production every day in the year. A city of diversified industry, manufacturing and distributing over 1500 different commodities.

The financial capital of the South, ranking fifteenth in the nation, with annual bank clearings of \$1,100,000,000.

Living costs 7.5% below the national average.

Industry has been quick to take advantage of these outstanding facilities for economy in production and distribution. Many new and modern sites now additions to the Atlanta Industrial Area.

To every manufacturer, to every executive in charge of production or sales, the facts are plain: Atlanta will prove highly attractive. Millions of dollars have been invested in other sections will find greater opportunities in Atlanta.

### Let Our Industrial Engineers Serve You

To survey the Atlanta Industrial Area in relation to your business might cost several thousand dollars. We are prepared to offer you this service at no expense. Our report will cover present market, distribution, canning and raising equipment, labor conditions, taxes and cost of raw materials, dam on available sites, together with construction costs and any other information you may desire.

Sound, unbiased and wholly dependable, this service may be the means of saving you thousands of dollars. All communications held in absolute confidence.

### INDUSTRIAL BUREAU

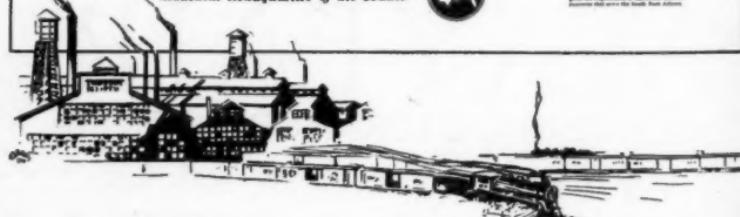
Chamber of Commerce



Write in your address:  
Industrial Bureau, Atlanta, Ga.  
Telephone: 4-1111. Cable address: INDUSTRIAL. Agents  
provided that serve the South from Atlanta.

# ATLANTA

Industrial Headquarters of the South.



# Solid Basis of Atlanta's Growth

**A**TLANTA, whose fundamental advantages have already attracted 560 of America's best known concerns, bases its forecast of an even greater influx of industry on three fundamentals, which it stands ready to prove in detail:

- 1 No longer can industry hope to serve the entire United States from any one point, however centrally located.
- 2 The South is the fastest growing market in the United States today.
- 3 Atlanta is the natural, logical and most economical point from which to serve the South.

The facts to sustain these premises are available in detailed form.

Executives upon whom fall the responsibility of marketing and production may secure specially prepared, and thoroughly authenticated reports, relating specifically to the industries in which they are interested, by writing

#### INDUSTRIAL BUREAU

1522 Chamber of Commerce

#### *Send for this Booklet*

It gives the experiences of some of the 560 great concerns who have already come to Atlanta to serve the rich Southern market.



# ATLANTA

*Industrial Headquarters of the South*



# Variety of Effort Sells the Seasonal Product

Also, Speed Is a Prime Essential

By Willard D. Humphrey

A MANUFACTURER of a product that has a limited selling season is like a general preparing for a sharp decisive battle. Such a manufacturer, like the general, when the time comes to strike, can spare no effort.

Watch the wheels go round in any successful business selling a seasonal product, and you will be immediately impressed with the aptness of this analogy. It is fighting against time. And such a fight, it seems, can be made with any measure of success only by putting in the greatest variety of effort in selling.

Variety of effort, then, is the philosophy that counts in selling a seasonal product. The seasonal manufacturer knows this selling philosophy. Now if that idea is true in selling, is it true in advertising? And if it is true, how can it be applied?

Last year, a manufacturer of a quality line of men's dress gloves—The Daniel Hays Company—made this idea the basis of its advertising policy.

The market for the Hays glove is national.

But it is a thin national market, since the product can be sold, generally speaking, only in the larger and better stores in cities and fair-size towns.

The amount to be spent for advertising during that period was limited. The appropriation, to be exact, was \$36,000. Out of that limited fund, this company bought space in two general periodicals,

in two class publications and in newspapers. It bought expensive art work. It bought four-color reproductions. It bought rather elaborate window-display material. It underwrote dealer-help material costing as much as \$7 apiece. It bought ex-



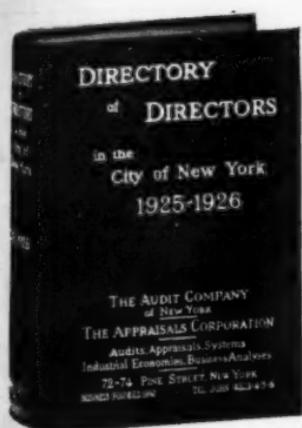
Reputation at West Point for fifteen years . . . Here "Supreme" Gloves  
**The Daniel Hays Company**  
GLOVERSVILLE, NEW YORK



A UNIQUE PICTORIAL THEME WAS DEVELOPED BY HAYS TO  
SELL QUALITY GLOVES

tensive trade-paper representation, salesmen's selling equipment, a cut service, specially written dealer campaigns, a thirty-two page manual on retail glove selling and a direct-mail campaign to dealers.

A market study preceded all of this varied effort. And out of that study a plan was created which co-ordinated all advertising and selling activities. The first pur-



**These two books list the men of wealth and distinction in New York City**

To 1,000 names in the Social Register—selected as members of five or more clubs; to 1,000 names in the Directory of Directors—selected as directors of ten or more corporations, we wrote

**Do you read Judge?**

**Do you like Judge?**

More than six hundred of them answered at once

**58% read Judge**

**53% like Judge**

More than two hundred took the trouble to write at greater length how much and why they liked Judge.

Here are social leaders and business leaders—wealth and distinction. Has your article the qualities for this kind of an audience?

# Judge

*Management of*

**E. R. Crowe & Company, Inc.**

New York

Established 1922

Chicago

"Meet  
the Wife,  
Too"

"No  
Buried  
Ads"

78%  
Circulation  
in  
Big Buying  
Centers Only

99%  
Newsdealer  
Circulation

# "Consumer Influence"

## The Proved Profit Factor in Advertising

— "You tell the Millions—They'll tell the Dealer"

**T**RANSLATED into terms of sales and profits, advertising means selling the consumer.

If it fails in that, it is wasteful. Mrs. O'Grady and the Colonel's lady are the real buyers for the great department stores, chain stores and corner stores of the country.

So are plain Bill Jones and John Smith. They tell every department store, chain store, every corner merchant what to buy. Dealers buy for their customers, not for themselves. Jobbers buy what the "trade" tells them to buy. Sales sheets start with the consumer.

Thus, to pay out, advertising must sway the millions. ***For consumer demand, as all records prove, is the only traceable source of dealer demand.***

The value of the great trade marks of today from Wrigley's Gum at 5c to a Rolls-Royce at \$10,000 is predicated on consumer demand.

That is why leading advertisers are flocking to the columns of Liberty—a magazine unique in the weekly field that offers four exclusive advantages which cut advertising costs to the consumer in a major way.

## 1

**"Liberty Meets the Wife, Too"**

85% of all advertisable products are influenced by women in their sale. Few advertisers today can afford to overlook "the wife" in the costly weekly field. 46% of Liberty's readers are women. Every issue appeals alike to men and women because of Liberty's unique policy of editing to both. That means a 100% reading in the home. ***Because Liberty appeals to the whole family its reading is multiplied.***

## 2

**"No Buried Ads"**

Every ad in Liberty is printed at or near the beginning of a fiction or editorial feature. That's due to a unique type of make-up which no other publication employs. Thinking men don't ask "Will my ad be read?" when that ad is booked for Liberty.

## 3

**Minimum Circulation Waste**

78% of Liberty's total circulation is in districts which return 74% of the total taxable incomes of the country, 48% of the total motor-car registration and in which by far the great majority of advertised products are sold.

## 4

**99% Newsdealer Circulation**

Liberty has a net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Liberty is not sent to these readers wrapped up—unlooked for. They buy it, bring it home, read it of their own will. That means a circulation that is responsive because it is 100% interested in Liberty.

For those reasons, Liberty has become an advertising sensation. Its rise is without parallel in advertising or in publishing.

If your problem is reaching the consumer—find out what Liberty has to offer you.

# 5c **Liberty**

*A Weekly for the Whole Family*

Anet paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Page rate, \$3,000. Rate per page per thousand, \$2.72. The cost of Liberty is lower per thousand circulation—back cover excepted—than any other publication in the weekly field.

pose of this market study was to obtain enough genuine information to enlist the salesmen's co-operation and to present to them a picture of their own business prospects in terms of quotas. The second purpose was to get a guide in the selection of advertising appeal and mediums.

The necessary information was obtained from four different sources:

- (1) The company's own records.
- (2) Government and other standard libraries.
- (3) Personal calls upon the trade.
- (4) Supplemental information from newspapers in fifteen leading cities.

In addition to being used as the basis for the setting of sales quotas and for the selection of advertising mediums and appeal, the information obtained from this survey led to the creation of a revised and active mailing list of dealers, classified according to their worth. The classification was made in the following manner:

- (a) Hays dealers.
- (b) Salesmen's prospect list.
- (c) Special list from newspaper clippings.
- (d) Directory list.

When this survey had been completed, and the company's lines of action mapped out, the whole story of the campaign was presented to its salesmen at a convention. Each salesman's relationship with the various parts of the campaign was explained, and definite assistance was asked of him in completing certain material then under way.

Each salesman was asked to put a "rating of desirability" upon all dealers in his territory and to specify which of them were to get the most serious attention in direct-mail work and which were to get the more expensive window-display material. Each salesman was provided with a "territory data book," giving him a copy of all the information compiled in regard to his own territory.

When this convention was over, Hays salesmen knew where they were going to sell the product. Each had his lists of dealers, and knew that back of his talks on quality would be quality copy in

great variety designed to create a quick, definite and resultful impression upon the buying public during a season of the year when the need for gloves becomes apparent.

That copy, it was shown, would back them up. They, in return, were expected to lay the foundation for results from it by:

- (1) Having Daniel Hays gloves in the particular stores where customers will enter to purchase.
- (2) Acquiring new desirable dealers.
- (3) Keeping Hays dealers appreciative of the kind of selling help they secure from the manufacturer.

The copy was practically all illustration done in woodcut style. The usual illustrations in glove advertising are a picture of the product. And in almost every case, the gloves are shown laid flat, very delicately retouched, and so arranged that either an embroidered back or a branded button is displayed. This conventional method was voted down from the start. The idea finally accepted was one which displayed a portrait of a person of quality. In each of these portraits, however, gloves predominated. All other advertising effort was, of course, in harmony with this central copy theme of the consumer advertising.

Results show that this policy of variety in advertising and selling was right. The season's goods were completely sold out two months before the end of the season. The company added, during the year, dealers hitherto unobtainable. Its sales force reported a pronounced impression on the whole trade. The advertising expenditure per unit sold was smaller in 1925 than in any previous year.

#### W. E. Armstrong Joins the C. J. Ollendorf Company

William E. Armstrong, who has been with Albert Frank & Company for the last two years, has joined The C. J. Ollendorf Company, Chicago advertising agency, as vice-president in charge of the copy department. He was formerly with The Albert P. Hill Company, Inc., Pittsburgh advertising agency, and also the advertising and sales promotion department of the National Cash Register Company.



## A Great, Growing Market for Paints and Varnishes

MORE money per capita is being spent on the construction of new buildings in Florida than in any other section of the United States. Everywhere in this magic state, houses, hotels, apartments and business buildings are springing up with the marvelous speed of Aladdin's castle.

Authoritative records show that more than \$400,000,000 was spent during the past year on new buildings. Contemplated new work reported in Florida in 1925 amounted to \$610,498,400, according to the

F. W. Dodge Corporation. And the present building program will continue to increase.

Such building activity means an exceptional demand for paints and varnishes. Whether it be lead, oil and pigments or ready mixed package goods; whether it be raw lumber, Prussian blue or sash tools —Florida is a twelve-month market.

The paint and varnish manufacturer, indeed, should plan a steady year-round campaign in Florida, for there is no dull season here. And to reach all of Florida at least cost, he should use the Associated Dailies.

## ASSOCIATED DAILIES of Florida

510 Clark Building  
Jacksonville, Florida.

Bradenton News  
Clearwater Sun  
Daytona Beach Journal  
Daytona Beach News  
Deland Daily News  
Eustis Lake Region  
 Ft. Lauderdale News  
 Ft. Myers Press  
 Ft. Myers Tropical News  
 Ft. Pierce News-Tribune  
 Ft. Pierce Record  
 Gainesville News  
 Gainesville Sun  
 Jacksonville Times-Union

Jacksonville Journal  
Key West Call  
Kissimmee Gazette  
Lakeland Ledger  
Lakeland Star-Telegram  
Melbourne Journal  
Miami Daily News  
Miami Herald  
Miami Illustrated Daily Tab  
Miami Tribune  
New Smyrna News  
Ocala Central Florida Times  
Orlando Sentinel  
Orlando Reporter-Star

Palatka News  
Palm Beach Post  
Palm Beach Times  
Plant City Courier  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg News  
St. Petersburg Times  
Sanford Herald  
Sarasota Herald  
Sarasota Times  
Stuart Daily News  
Tampa Times  
Tampa Tribune

Apr. 22, 1926

# Is Boston really a *The Boston retailer*

***His solution of the problem lies  
in concentrating his advertising  
upon a 12-mile shopping area***

If a Boston department store using millions of lines yearly in all Boston newspapers is unable to draw an appreciable percentage of its business from a greater distance than 12 miles, what does this fact prove?

It proves the existence of a natural, normal trading area for Boston. That area is the result of the habits of Boston's people—not invented by any medium—not to be altered by any advertiser—as definite as the force of gravity and as impersonal.

***There is a 12-mile limit  
around Boston***

Most national advertisers think of Boston as a city with a 30-mile trading radius. This seems logical. But within this 30-mile radius are five cities that are entities in themselves. Hundreds of shopping centers have grown up.

And when the Globe interviewed Boston department stores it developed that 64% of the charge accounts in one most representative store and 74% of the package deliveries of all leading Boston department stores lie *within 12 miles of City Hall*.

***The 12-mile area is Boston's  
Key trading market***

In the 12-mile area lies a population of 1,700,000, with a per capita wealth of nearly \$2000. In it, too, are the largest number of retail outlets in most lines—and nearly all

the retail leaders—the stores which are bellwethers for any scheme of distribution. *And in this area the Sunday Globe delivers the largest circulation of any Boston newspaper.* Daily its circulation is even greater than on Sunday.

That is why great Boston department stores buy the Globe first—in 1925 placing in it daily their greatest volume, and on Sunday as much lineage as in all the other Sunday papers combined.

All because the Globe's circulation—built entirely upon editorial and news interest and unhampered by premiums or any other less valuable form of circulation growth—actually followed buying power and buying habits!

***Concentrate through the Globe  
in this Key trading area***

The Globe has gained its preponderance of circulation in this Key trading area simply by making a newspaper that Boston men and women wish to read. Such policies and features as the Globe's racial, religious, and political impartiality; its carefully edited woman's page—the oldest in America; its complete sport news,—these built the Globe's circulation.

Study the map herewith. It shows the trading area of Boston as retail business in Boston defines that area. Through the Globe, concentrate upon that area. In Boston, buy the *Globe first*.

\* \* \*

**TOTAL NET PAID CIRCULATION IS  
279,461 Daily 326,532 Sunday**

It is pretty generally true in all cities with large suburban population that, *in the metropolitan area*, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of real seven-day reader interest with a minimum of casual readers of the commuting type.

# difficult market? says "NO"



**In the Area A and B,  
Boston's 12-mile trading area, are**

64% of department store charge accounts	60% of all hardware stores
74% of all department store package deliveries	57% of all dry goods stores
61% of all grocery stores	55% of all furniture stores
57% of all drug stores	46% of all automobile deal- ers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—199,392 daily—176,479 Sunday.

**The Boston Globe**  
*The Globe sells Boston.*

Apr. 22, 1926

## Florida Clubs Discuss Better Community Advertising

**The Need for Improving Florida Advertising and of Featuring State Rather Than Individual Cities Made the Theme of the Fourth District Convention Which Met Recently at Orlando**

**B**ETTER Florida advertising was the central thought of the convention of the Fourth District of the Associated Advertising Clubs of the World which was held at Orlando on April 11, 12 and 13. The Fourth District includes only Florida clubs. While other advertising was discussed, community advertising occupied the centre of the stage.

In his talk on community advertising, Charles Harris, of the St. Augustine Chamber of Commerce, said that forty-one cities and counties in Florida now levy special taxes for advertising and that this levy is usually the most popular feature of Florida taxation because the various communities have found that advertising pays. Mr. Harris stated that \$4,000,000 was invested in community advertising in 1924 by Florida communities, railroads and real estate companies and that the sum for last year was much larger.

It was his belief that in the future less attention will be paid to the advertising of individual cities and more to the advertising of the State of Florida. While it was apparent in the discussion which followed that the convention was not a unit upon this point, a resolution was adopted commending the advertising done in behalf of the entire State under the direction of the Florida State Chamber of Commerce at Jacksonville.

John Garver, who is in Florida representing the National Better Business Bureau, told the convention that if Florida does not stop fraudulent advertising, it will destroy Florida. He said that the situation, however, is growing better all the time.

C. K. Woodbridge, president of the Associated Clubs, and Frank Leroy Blanchard, of Henry L. Doherty & Company, New York, also addressed the convention.

Harry E. Burns, of Orlando, chairman of the Convention Committee, was in charge of arrangements and B. R. Walzer, also of Orlando, was in charge of exhibits.

Daytona was awarded the Karl Lehmann cup for the city bringing the largest number of delegates to the convention. Karl Lehmann, of Orlando, won the J. Frank Haithcox cup for the best three-minute speech on the usefulness of an advertising club.

Charles C. Carr, of the Lesan-Carr Advertising Agency, St. Petersburg, was re-elected president of the district. Other officers elected were: Frank H. Burns, Orlando, secretary, and Don Emery, Daytona, Clyde Glenn, Tampa, and W. S. Bigelow, Miami, vice-presidents.

Daytona was chosen as the next convention city.

## Newspaper Campaign for Pike's Peak Highway

The Pike's Peak Ocean to Ocean Highway Association, St. Joseph, Mo., has appointed the Hathaway Advertising Service, Colorado Springs, Colo., to direct its advertising. Newspapers along the route of the highway from Boston to Los Angeles, are being used.

This agency will also direct the advertising of the Colorado Springs Chamber of Commerce, which will appear in newspapers in the Middle West.

## Stove Account for Casey-Lewis Agency

The Gray & Dudley Company, Nashville, Tenn., stove manufacturer, has appointed the Casey-Lewis Company, advertising agency of that city, to direct its advertising account. Farm papers, newspapers and trade papers will be used in a campaign on the Washington home furnace.

## Death of Louis Grilk

Louis Grilk, vice-president and manager of the Chicago office of The George L. Dyer Company, died recently at La Grange, Ill. He had been engaged in newspaper and advertising agency work in Chicago for a number of years before joining the Dyer agency with which he had been associated for about ten years. Mr. Grilk was forty-five years of age.

# DAYTON, OHIO

**"Home of 1,000 Diversified Industries"**

**A TYPICAL TRY-OUT CITY**

*With The*

## DAYTON DAILY NEWS

**"FIRST IN DAYTON—THIRD IN OHIO"**

**The Logical Test Medium**

**MAXIMUM RESULTS  
AT A  
MINIMUM COST**

**MEMBER THE NEWS LEAGUE OF OHIO**

*National Advertising Representatives*

New York—I. A. KLEIN—Chicago

San Francisco—A. J. NORRIS HILL—Los Angeles

**OUR MERCHANDISING DEPARTMENT  
WILL ASSIST YOU IN YOUR SALES  
PROBLEMS**

Apr. 22, 1926

Following the  
trend of the times  
with the

Largest Circulation  
in Its History

*The National Broadcast Authority*

**Radio Digest**  
PROGRAMS  
ILLUSTRATED

Reg. U. S. Patent Off. and Dom. of Canada

Will Publish Twice-a-Month  
Beginning with May First Issue

E. C. RAYNER, Publisher

Radio Digest Publishing Company  
510 North Dearborn Street  
CHICAGO

Apr. 22, 1926

PRINTERS' INK

175

National advertisers  
can now use  
profitably

*The National Broadcast Authority*

# Radio Digest

PROGRAMS  
Illustrated

Reg. U. S. Patent Off. and Dom. of Canada

Class Circulation  
at Mass Price  
**175,000**

Year's Average, Net Paid, Guaranteed or Pro Rata Refund

\$4.28	MAXIMUM MILLINE	\$3.64	MINIMUM MILLINE
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A. FOSTER GEORGE, *Eastern Representative*

Radio Digest Publishing Company  
247 Park Avenue  
NEW YORK

**THE MORNING MERCURY**

**The Evening Standard**

NEW BEDFORD

*One newspaper starts your goods moving in Massachusetts 4th market*

**T**HREE are very few important markets where you can do a thorough advertising job with one newspaper. Yet in New Bedford—Massachusetts' 4th largest market—you can circulate the entire population of 160,000 by using only one newspaper, the Standard Mercury. And this circulation that blankets the territory entirely costs you only ten cents a line.

New Bedford is the home city of the finest textile mills in the World and the buying centre of the whole southeastern corner of Massachusetts. It is the gateway to Cape Cod—the summer playground of New England. With the Standard Mercury you can secure a sales volume in New Bedford that will represent a very sizable portion of your Massachusetts sales total.

Write to us direct or to our New York representatives, the Chas. H. Eddy Co., for pertinent facts and figures.

**NEW BEDFORD**  
*4th market in Massachusetts*  
 Completely covered by the  
**STANDARD MERCURY**

# Pointers from U. S. Civil Service on Hiring Salesmen

A Limited Number of Manufacturers Have Used Ideas Developed by the Civil Service Commission

*Washington Bureau  
of PRINTERS' INK*

EVERY year, about 50,000 people are employed through examinations held by the United States Civil Service Commission to fill positions in various Government departments. While this number may seem large on first thought, it represents a turnover of less than 12 per cent. When the moderate pay and other conditions are considered, the turnover indicates that the employees are exceptionally well selected, and a recent study plainly shows that at least some of the principles of selection used can be profitably applied to the hiring of salesmen.

The employment officials of a number of manufacturing concerns, large and small, have investigated the system of employment and have adopted its principles for employing several classes of workers, including salesmen, and with excellent results. This was mentioned immediately by Herbert A. Filer, chief examiner of the Civil Service Commission, when he was asked if the examinations of the commission would offer any pointers to sales managers for the more profitable hiring of salesmen.

"If we were requested today," he said, "to employ a force of salesmen, whether the number wanted were 10,000 or 5,000, we would go about the task by applying our regular method. This consists of a written mental test, or what the psychologists call an intelligence test, and an oral examination.

The ability to sell goods depends on the possession of certain mental qualities which constitute a degree or kind of intelligence. Our mental test is designed to determine the approximate level of one's general intelligence by his accomplishment in the examination. And I'm sure that our examiners could select from any number of

test papers those applicants who would be most likely to make good salesmen."

One of the first important points that Mr. Filer emphasized was the necessity of a period of probation. "Under the law," he explained, "every applicant who passes the civil service examinations and is employed by the Government, is placed on probation for six months or a year, depending on the nature of the work and how closely the employee is supervised.

"This we consider most important for two reasons. In the first place, no method of selection or examination is infallible. The other reason is the effect of probation on the employee. Our experience is that it encourages the sincere, ambitious worker to do his or her level best. In selling, where the employee is usually removed from direct supervision, it would be of special benefit, and I would not think of employing a sales force without placing every man on probation for at least one year."

## HIRE INEXPERIENCED MEN

Another point emphasized by Mr. Filer dealt with the subject of experience. Of course, many of the positions under the civil service require experience on the part of applicants; but in the case of building up a sales force, Mr. Filer was of the conviction that the best policy was to employ men who are inexperienced in selling, and then to train them.

"The principal thing," he said, "is to secure men with the necessary mental qualifications. This can be accomplished with a high degree of accuracy by means of the mental test and oral examination. The employer then can train his salesmen according to his own peculiar needs and his policy."

The commission has devised a number of mental tests of equal difficulty. One, referred to by Mr.

Apr. 22, 1926

Filer, contains 100 items. The first item requests the applicant to look at a word in capital letters, and then write the number of the word which means the same or most nearly the same. The words are then presented in this way, "REQUIRE (1) revenge (2) report (3) need (4) return (5) reward."

Another item requests the applicant to write the number of the best answer to the following:

"The difference between seasons is due to (1) density of atmosphere, (2) relative position of sun, (3) amount of rainfall, (4) direction of winds, (5) ocean currents."

Then the items progress with increasing difficulty. They are arranged so that they may be answered with numbers and single words, placed in a column at the right of the sheet. One hour and fifteen minutes are allowed for the answering of the 100 items, and it has been found that this time limit does not hamper in any way the average applicant.

"Of course," Mr. Filer continued, "a test of the kind in inexperienced hands would be next to worthless; but any manufacturer can employ a psychologist to devise a set of items that are applicable to the business and the employment of salesmen. We will send what material we have to anyone interested in the subject, and there are several valuable books covering the ground. It requires some study properly to interpret the answers to the items, and it is best to rely on someone who is familiar with the work until its full significance is comprehended.

"The mental test, if properly conducted, will indicate to any employer of salesmen the ten or twelve out of 100 applicants who are most likely to make good. In other words, the test will eliminate the unfit. The result will be that the employer will have but ten or twelve men to interview instead of the hundred applicants, and he will have a better chance of securing the kind of salesmen he wants.

"Regarding the oral test or in-

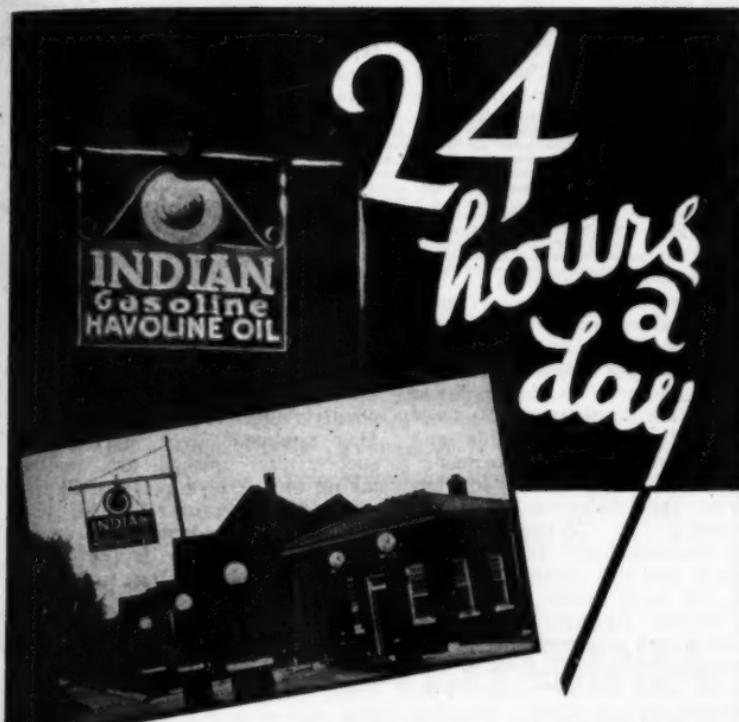
terview, I think the most important feature we have to offer the employer of salesmen is the graphic scale we use. A number of commercial firms have adopted this, and I don't believe that the results of an interview with a prospective salesman can be properly evaluated without something of the kind. If an employer interviews five or six men, one after the other, he generally has but a single impression of each, an impression which tends to fade out, usually, with every additional interview, if he trusts to his memory or even random notes. But the scale or chart provides him with a very simple means of recording the characteristics and qualifications of every man examined, and provides him with an accurate record of each applicant for comparison.

#### ORAL EXAMINATIONS

"Unfortunately, much of the information regarding our oral examinations is confidential; but I can mention several points that may be helpful. Let us take the examination for the position of immigration inspector, for example. The qualifications and degree of intelligence necessary to make a good inspector are not unlike those necessary to good salesmanship.

"While I cannot divulge the questions our examiners ask, I can supply a copy of the chart they use, and I'm sure that any competent sales manager can think of questions that will bring out the qualifications enumerated. The chart presents in detail all of the major characteristics and qualifications required in the work. There are four general headings—appearance, coherence, mental aptitude and personality, and under these, during the interview, the examiners check those items which seem to them to describe the applicant and his eligibility."

The chart referred to consists of several multigraphed sheets. Under the first heading, the first question asked the examiners was: "How does his appearance impress you, especially his facial expression, physique, carriage, dress and



**STRATEGIC**—Ing-Rich signs are displayed at the points where the merchandise is actually on sale.

**INEXPENSIVE**—Ing-Rich signs deliver a big circulation for nothing. The only cost of this strategic advertising is the cost of the signs themselves.

**PERMANENTLY ATTRACTIVE**—The brilliant colors of Ing-Rich signs are produced in pure mineral porcelain fused into a sheet steel base. They are sold on a ten-year guarantee not to fade, rust nor tarnish.

**24-HOUR SERVICE**—A little electricity keeps an Ing-Rich sign on the job long after indoor display has quit for the day. And it is just as effective at midnight as at noon.

The Ing-Rich sign catalog is a mighty helpful book. Write for it.

**Ingram-Richardson Mfg. Co.**  
College Hill  
Beaver Falls, Pennsylvania

**ING-RICH SIGNS**  
*Fadeless Publicity in Everlasting Porcelain*

general neatness?" This was followed by the items for checking, such as "creates fine impression," "good appearance," "satisfactory appearance," "somewhat unfavorable appearance" and the like.

Under the heading, "Coherence," the questions are asked, "Has the applicant a good command of language? Does he use proper English?" Four items are provided for checking, beginning with, "Excellent conversationalist, talks easily, uses wide vocabulary perfectly," and ending with "Limited vocabulary, mispronunciation and bad grammar." The second group of questions are, "Is the applicant able to talk to the point? Does he co-ordinate his thoughts and his speech in an effective manner?" Four items are provided for answering, from "Very coherent and convincing" to "Wandering and talks disconnectedly, too voluble."

There are five groups of questions set forth under the subject of "Mental Aptitude," and they are arranged, with their items for answering, in the table below:

In the same manner, under "Personality," the applicant's bearing and manners are indicated by the checking of such items as "Culti-

vated, very prepossessing," "Agreeable, some force" and "Rough or repellent." Five other groups of questions under this heading are covered by four items each. The questions are:

"Does applicant return your gaze steadily? Does he look you steadily in the eye?"

"To what extent does the applicant participate in the conversation during the interview?"

"How would you describe the applicant's voice?"

"What degree of energy and determination would you judge applicant to possess?"

"Would you judge applicant to possess aggressiveness, initiative? Has applicant ever started and successfully finished any undertaking on his own responsibility?"

After the written mental test has demonstrated that the applicant has a sufficient degree of intelligence to enable him to fill the position, provided he is equipped with other necessary qualifications, the oral examination, outlined above, furnishes the other indications. This method has provided the immigration service with a large number of able men, and the turnover of the force is low.

1. What do you think of the applicant's penetration and powers of comprehension? How readily does the applicant understand and perceive the intent of questions? Does he readily comprehend the significance of points raised for discussion?

Unusually keen and quick to understand	Reasonably apt in understanding and perception	A little slow. Requires some explanation	Mistakes meaning and intent. Requires frequent explanation
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2. What degree of imagination does the applicant seem to possess?

Active imagination. Full of ideas	Originates some ideas	Not much ingenuity	Dull and unimaginative
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3. In your judgment, what attitude would applicant display toward his work? Does applicant appear to be genuinely interested in this particular work?

Keenly interested. Will be hard worker	Will be satisfactory worker. Seeking better position	Merely speculative interest or seeking job. Will tend to take things easy
--	--	---

4. What do you think of the applicant's tendency to observe and to analyze? Does he readily see the relation between related things?

Has observing, calculating mind	Moderately observing	Overlooks details or over-emphasizes details. Sees only the obvious	Unobserving, lacking in power to analyze
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5. Would you place dependence in the applicant's judgment? Has he a faculty for reasoning? Are his conclusions well thought out and logical?

Superior judgment	Discreet careful thinker	Hazy, somewhat uncertain and erratic	Illogical and unsound. Undependable, flighty
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## True Barometers of Growth

SERVICES IN GROUND	
1915	64,611
1916	66,761
1917	68,201
1918	69,456
1919	71,655
1920	73,917
1921	82,170
1922	88,482
1923	96,149
1924	104,034
1925	113,181

WATER CONSUMPTION—MILLION GALLONS PER DAY	
1915	16,059
1916	17,772
1917	19,532
1918	18,413
1919	19,714
1920	21,034
1921	22,593
1922	24,134
1923	26,447
1924	27,619
1925	29,495

### These Figures and These Figures

INDICATIVE OF GROWTH THAT IS STEADY AND PERMANENT — REPRESENT A COMPARISON OF WATER CONNECTIONS FROM 1915 THROUGH 1925, AND THE DAILY WATER CONSUMPTION FOR EACH YEAR FROM 1915 THROUGH 1925 AT

## OAKLAND CALIFORNIA INDUSTRIAL CAPITAL *of the West*

The OAKLAND TRIBUNE—the foremost newspaper in this great, growing metropolis—meets the demand of every advertiser for the proper medium by which he may reach the 550,000 people in Oakland and trading area.

The average net paid daily and Sunday circulation of the OAKLAND TRIBUNE is more than 75,000—92% City and Suburban circulation, distributed almost wholly by carrier delivery—and 8% Country circulation.

The OAKLAND TRIBUNE is a charter member of the Audit Bureau of Circulations.



National Representatives  
WILLIAMS, LAWRENCE & CRESMER CO.  
225 Fifth Avenue, New York City  
360 North Michigan Avenue, Chicago

**Oakland Tribune**  
ONE OF THE WEST'S GREAT NEWSPAPERS  
The Home of Radio Station K.L.X.

Apr. 22, 1926

# BLACKETT and SAMPLE INC.

## ADVERTISING

58 E. Washington Street, Chicago



We create the advertising for the following products:—

Lewis Lye

Ovaltine

Lana Oil Soap

Vanta Baby Garments

Towle's Log Cabin Syrup

Alemite Automotive Products

Gold Medal Flour, Foods and Feeds

Allen-A Hosiery and Underwear

Van Ess Scalp Massage

Hansen Gloves

Ball Fruit Jars

Anacin

and we try to assist each client in carrying out that particular type of sales work necessary for *him* to use in making *his* advertising a money-making investment.

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## Making the "Hard-to-Believe" Announcement Believable

How the Denville Silk Company Put Over an Announcement to Its Trade on "Spotless to Water" Silks

A CONDITION of frequent recurrence in advertising is the one where it becomes necessary to make an announcement which in the trade or industry will be looked upon as more or less startling or revolutionary. Such a condition occurred in the office appliance field a few years ago when metal began to replace wood in the construction of desks and filing cabinets. Very recently a condition of this kind came about in the phonograph field when the Victor and Brunswick companies both announced their improved models—the Orthophonic and Panatrophe, respectively. The situation occurs over and over in the industrial field where engineering and chemical research is constantly improving products and methods of manufacture.

Just as soon as the new process or improved device is ready for the market, an announcement must be made to the buying public through advertising reaching that public, and right away the advertiser is confronted with several questions: Shall he handle his announcement in a manner befitting its importance and give his enthusiasm a free rein in writing the copy? Shall he present the facts impartially and let them speak for themselves? Upon what point should he speak? Justifiable pride in his achievement? Restraint? Modesty? Is understatement more convincing than overstatement? How may he be sure that his buying public will get the full significance of the important improvement unless he shows his enthusiasm in his announcement?

Quite an interesting example of an advertiser making an announcement of this kind is to be found in the case of the Denville Silk Company, New York, maker of "Sprinklepruf" silk. A little over two months ago this company

brought out a new line of radium silks for which the claim was made that they were "spotless to water," an achievement of no little importance in the silk fabric field where the water-spotting of dress silks has been for years a source of more or less grief between



THE GENTLE ART OF RESTRAINT HAD TO  
BE PRACTICED TO MAKE THE COPY  
BELIEVABLE

manufacturer and retailer and retailer and consumer.

The only danger with a big piece of advertising news is that the zeal of trying to make it believable all too often swallows up both the identity of the advertiser and the real significance of the news and gives the reader nothing but enthusiasm. The first impulse of the Denville Silk Company was to magnify the virtues of its new line in the "sensational announcement" manner. From saying,

Apr. 22, 1926

"water cannot spot it," it seemed only natural to support that statement with others, such as, "it resists perspiration," "it hardly shows grease spots," "it defies the elements," etc.

The company had no sooner decided upon the course suggested in the preceding paragraph when a little personal investigation among the trade showed that copy inspired by too much enthusiasm would have exactly the opposite effect upon the trade than the one desired, namely, the claims of the company for its new line would not be believed at all, or at least would be heavily discounted. Consequently, the announcements to the trade were written around the "test it yourself" idea. For example, the first of the new series of advertisements now running in business publications is a two-page spread, under the caption, "Don't be afraid—pour water on this silk!" which runs across the two pages over a photographic illustration of a hand pouring a glass of water over a length of the silk. The copy reads:

You can give "Sprinkelpruf Silk" this extraordinary water test yourself. Don't be afraid.

Take a piece of this luxurious dress fabric in your hand. Splash water on it. Then watch the drops roll right off the surface—just as they would if accidentally spilled on "Sprinkelpruf Silk" in wear—leaving the material *spotless*.

In all your experience, have you ever before seen a silk which would welcome such a test?

Think of how this demonstration—right before the eyes of your customers—will create new interest in the Silk Department, will build increased sales on this new Dress-radium.

Five brief paragraphs follow on how water spotting has always meant sorrow to women buyers of silks, on the quality of "Sprinkelpruf," the grades in which it may be had, color range and uses. Then:

A public demonstration of this astonishing spotless-to-water feature, right in your store, will give your Silk Department the finest advertising it has ever had. And, you can turn this interest into immediate, profitable "Sprinkelpruf" sales, if you have in stock a color range to meet the variety demanded of your trade.

We have arranged a new merchandising plan whereby you can obtain a repre-

sentative showing of "Sprinkelpruf Silks" with a most attractive color range at about what it would cost you to order just three full bolts. This enables you to start at once operating on a turnover basis. Wire for details of our "Color Variety-Plan." Be *first* in your city to profit from "Sprinkelpruf Silks."

This introductory advertisement is being followed in an interesting manner by a series in which the sprinkle-proof feature of the fabric will receive the main emphasis. In each one a large picture is used to visualize the thought through the use of glorified simile. As, for example, the picture of a peacock with a beautiful tail outspread and the caption in quotation, "—like the peacock's royal plumage"; a picture of a bunch of luscious grapes, and the quoted caption, "—like dew on a cluster of grapes." This is followed by:

Rain falls upon the peacock's feathered glory. For a moment the tiny drops glisten like a myriad jewels. Then, with lordly indifference, the proud bird ruffles his gorgeous plumage and sheds every particle of moisture.

In like manner "Sprinkelpruf Silks" show their disdain for water. Sprinkle a piece of this soft lustrous fabric with water and the effect is startling. The liquid forms into little pools like quicksilver, and then rolls off, leaving no trace whatever upon the material.

You may have difficulty at first making your customers believe that "Sprinkelpruf Silks" are *spotless to water*. Most women have had such unhappy experiences with ordinary silks that the very idea of these fabrics shedding water seems too good to be true.

These are just the customers it is most worth while to convince. Conduct a demonstration right in their presence. Take a bolt of "Sprinkelpruf" or a garment made from it and spray it with water. Don't be afraid of harming the material—it *will not spot!*

The "Sprinkelpruf" discovery overcomes an age-old "impossibility." With millions of women buying washable silks for summer apparel—with this exceptional new feature to offer—merchants in all parts of the country are reporting a sales avalanche unprecedented in textile history.

"Sprinkelpruf Silks" may be obtained in the garment from your ready-to-wear manufacturer or in the piece direct from us. They are made in forty-four shades—from delicate pastels to the high colors of the new season.

In advertising as in selling, nothing is quite so convincing as giving the prospect an opportunity to test claims for himself. With the product in his hands he will supply all the enthusiasm.

# The Rifle! The Shotgun?

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**C**OMPARE the two—the rifle with its smashing, concentrated impact, and the shotgun with its wide-range, scattering load.

Now transpose them from the hunting to the selling field.

Direct Mail is the rifle of the advertising arsenal. It has a logical place in every selling program. But it is purely a weapon for experts.

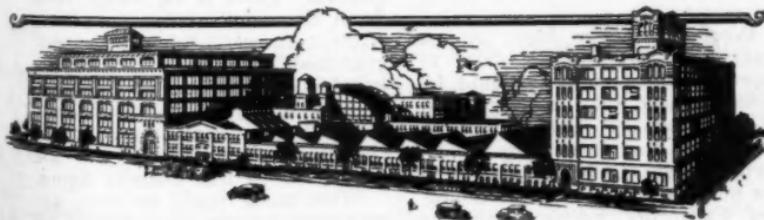
Here, in the largest complete printing plant of its kind in existence, we maintain a creative staff ably schooled in the direct selling appeal. Without stepping outside our door, we produce everything—from Idea to Finished Product—that goes to make resultful Printed Matter.

We build for results for the customer—and get them.

*Any Size Job is a MANZ Size Job*

**MANZ CORPORATION**

4001-4053 RAVENSWOOD AVENUE CHICAGO



# A Trade Character Is Built to Specifications

The Result Is a Character Which Meets Every Requirement

THE history of many trade characters shows that their origin is usually one of accident rather than design. But occasionally we run across one which was carefully planned and built to specifications. When that is done, other advertisers may find a usable idea in the character's biography.

Some time ago, the Southern California Edison Company, serving 400,000 families, felt the need of a closer contact with and a better appreciation of its service by its customers. The first step taken toward this end was to have the engineering staff of the company prepare a report of the facts the public should know.

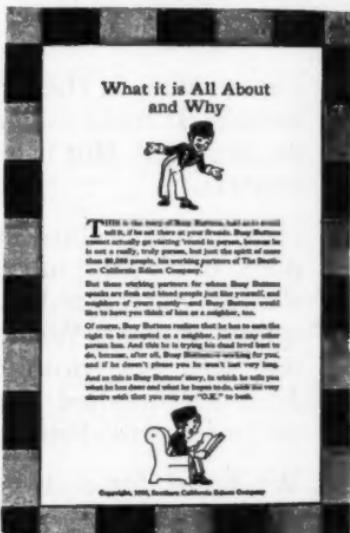
It was the job of the advertising department, of which Richard E. Smith is manager, to visualize the facts of the engineers' report for public consumption. A trade character had been created for just such an occasion. Accident played no part in the character which was finally chosen.

When the subject was first introduced, the artists, under indefinite instructions, produced a number of sketches that ranged from fantastic, mythological creatures to rather unnatural appearing children. None was found satisfactory. The company was not selling a tangible product, such as pancake flour or soap, which might be well served by that type of character; service was its commodity. Something was necessary that could take its place in the world when it was suddenly brought to life.

Working on the basis that a description of the character to represent the company should be nothing more than a description of the company itself, a list of adjectives was drawn up which were thought could be applied to the public estimation of the Southern California Edison Company. The artists started to work once

more with the following descriptive list in front of them: Alert, clean, humble, courteous, human, competent, prompt, willing, obedient and cheerful. These ten words covered every detail of the figure that was wanted.

"Busy Buttons," the liveliest sort of a young page-boy, was the result of the new efforts. His face is cheerful and alert; his smile



HOW "BUSY BUTTONS" APPEARS ON THE INSIDE COVER OF A BOOKLET

contagious. Women fall in love with the lock of curly hair which covers the centre of his forehead. His tight-fitting jacket is orange colored. There is an orange strip down the sides of his creaseless, white trousers. A simple monogrammed "E" adorns the circular, brimless cap, also orange, which is held snugly to his head by a chin strap. Black and white checked socks help add to the dapper air of this friendly figure.

What name could be more appropriate for the character of an electric company than Busy But-



## For the Right Printer for Every Printing Job

THE difference between large cities and average-sized towns is a difference of relative completeness of the division of labor. In large cities, elaborate divisions appear even within a single industry. In New York City, the Printing Centre of the World, for example, are complete facilities to print anything that is printable. Regardless of what the buyer of printing seeks, some New York printer can supply it—in some cases dozen of New York printers; in many cases, hundreds.

There is the confusion! Whom should the buyer of printing consult?

The members of New York Employing Printers Association not only want you to know the completeness of New York's printing resources, but they want to help you select printers judiciously and quickly. So they have prepared a classified directory of Association members showing the types of work each is best equipped to produce. If you have not already received a copy of this helpful directory, by all means ask for one on your letterhead.

This is the seventh of a series of messages in which you, a user of printing, are made better acquainted with the New York City printer and his tremendous capacity to serve you.

New York Employing Printers Association, Inc.  
and Allied Industries

Printing Crafts Building

461 Eighth Avenue

New York, N. Y.

Apr. 22, 1926

# Bloomington Dealers Know How to Stimulate Sales In Central Illinois

A strict adherence to the principles of Truth, Accuracy and Thoroughness in the presentation of news for 80 years has earned for The Daily Pantagraph the unswerving confidence of Central Illinois readers.

The Daily Pantagraph's paid circulation of 18,784, plumped in the treasure house of Illinois, has also attracted under yearly contract, the unusually high percentage of 48.7 of the local retail outlets to its advertising columns.

<i>Classification</i>	<i>No. Retailers</i>	<i>No. Advertisers</i>	<i>Per Cent Advertisers</i>
Automobiles .....	30	21	70
Auto Accessory .....	9	3	33.3
Shoes (Leather Goods) .....	27	20	74
Clothes (Men's) .....	15	13	86.7
Clothes (Women's) .....	7	7	100
Confectioners .....	18	5	27.7
Department Stores .....	5	5	100
Druggists .....	20	7	35
Dry Goods .....	7	6	85.7
Electrical Supplies .....	7	4	57.1
Furniture .....	8	8	100
Hardware .....	7	6	85.7
Jewelry .....	9	7	77.7
Musical Instruments .....	5	3	60
Office Supplies .....	4	3	75
Grocers (Ind) .....	104	12	11.5
Grocers (Chain) .....	14	14	100
<hr/>		296	144 Average 48.7

**READER CONFIDENCE  
PLUS DEALER CONFIDENCE  
ALL FOR ONE PRICE**

# The Daily Pantagraph

**Published Every Morning Except Sunday at Bloomington, Ill.**

**REPRESENTATIVES—**

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston, J. H. GRIFFIN, Room 840, 140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.

Member A. B. C., A. N. P. A., Associated Press

tons? With the front of his jacket covered with two rows of buttons as big as half dollars, he needs but a glance from users of electricity to make himself known.

A booklet was prepared which told the company's story in an interesting and attractive manner. It was entitled "The Story of Busy Buttons." Within its thirty-two pages there were twenty-eight cuts of Busy Buttons, himself. Preceding the distribution of the booklet to the company's stockholders and customers, newspaper advertising served to announce both the character and the booklet. A large cut of Busy Buttons, running toward the reader with a copy of the booklet in his hand, appeared at the top of one advertisement, the headline of which read, "I've Got an Interesting Book for You." A smaller cut of the figure is shown reading the booklet at the end of the copy, which announced the coming distribution, and the object of the booklet. Further to popularize this young man, he was made into a plaster of paris doll. This plan did not meet with much favor, so he was made into a rag doll, which became so popular that, for a time, the demand could not be supplied.

The Southern California company missed few chances in making sure that Busy Buttons became known. He took his place on lapel buttons. In the window of each branch office, Busy Buttons took the form of a show-card display in which he held a lighted electric light over a large slate upon which frequently changed messages to the public were written. Living characters of Busy Buttons took part in different community celebrations.

The electric company was not satisfied to sell the new creation to the public. It also wanted its own employees to know Busy Buttons and to realize the service for which he stood. The engaging little chap was introduced at a party given to the employees of the company, when fourteen of the executives, from the general manager down, appeared in Busy Buttons costumes. An address

was made by Mr. Smith on another occasion at a meeting of department heads, on "The Further Adventures of Busy Buttons." Employees were told how Busy Buttons, the standard of perfection, would do their work if called upon.

Busy Buttons has been going strong now for about five months. His popularity is undoubtedly. He is continually at work in newspaper advertising, direct mail and circulars. His task, an endless one, is being successfully carried on. He was carefully designed and built to fill a certain need, and he has admirably coped with his task.

### Lima, Ohio, "Republican-Gazette" Sold

The Lima, Ohio, *Republican-Gazette* has been sold to the Lima News Publishing Company of that city, publisher of the *Lima News*. The *Republican-Gazette*, formerly an afternoon newspaper, will now be published in the morning. The *Sunday Republican-Gazette* will be merged with the *Sunday News*.

A. E. Clayden, Inc., publishers' representative, has been appointed advertising representative for the *Republican-Gazette* in the United States and Canada.

### Ramsey Chain Account with Groesbeck-Hearn

The Ramsey Chain Company, Albany, N. Y., manufacturer of silent chain drives, has placed its advertising account with Groesbeck-Hearn, Inc., New York advertising agency. Industrial publications and direct mail are being used.

### Rudolph C. Siegling Dead

Rudolph C. Siegling, president and controlling owner of the *News* and *Courier* Company, publisher of the *Charleston, S. C., News and Courier*, died at that city on April 16. He was thirty-eight years old.

### "Liberty" Opens Pacific Coast Office

A Pacific Coast office has been opened at Los Angeles by *Liberty*. Keene L. Fitzpatrick is representative for that territory.

### Appoints S. J. Perry

The *Lion's Club Magazine*, Chicago, has appointed Sam J. Perry, publishers' representative, New York, as Eastern representative.

# Macy's Develops an Innovation in Department Store Copy

A New Layout Plan Provides Unusual Effectiveness

ON March 22, R. H. Macy & Co., Inc., radically changed the style of its newspaper advertising in two New York dailies and two Sunday papers.

In place of the usual full-page layout with the store's most important event spread across the page top and minor events shifted to fit into the layout as best they could, the store presented a "news-ad".

This took the form of regular newspaper page make-up, large advertisements being the foundation of a pyramid that carried small copy to the top of the page. Store news, written in the manner of regular newspaper stories and carrying headlines of the news type, was filled in to present a page layout of unusual effectiveness.

The dominating idea in making this innovation, according to James Goold, advertising manager of Macy's, is to enable each of the store's 150 selling departments to build up its advertising to fit its own particular needs and, after creating its special copy, to get proper display.

"Department store advertising has been chaotic," Mr. Goold points out. "For the past ten or fifteen years, it has been in a rut. It has lacked distinction. The department store advertising page has held a hodge-podge of bargains, but it has not made its message attractive to every woman, and it certainly has not interested many men."

"At the same time that department stores practically have been standing still in their advertising, specialty stores have been doing good work, and national advertisers, too, have gone far ahead. This advance has been due largely, of course, to the fact that specialty shops and many manufacturing companies have only one thing to deal with.

"The department store, however,

has many small shops and products to handle in the limited scope of its advertising. In our store, for example, we have to take the copy of 150 shops and make it fall into a unit that will fit the newspaper page.

"On top of this, there have always been two succeeding waves of sentiment regarding the type of copy to be used. First, there develops a tendency toward 'nice' advertising, and we go ahead building advertisements that are finely proportioned, and we use attractive typography. Then comes a reaction, and the departments demand that copy 'get business'. Our various sections want their merchandise played up. There follows, accordingly, a period in which we try to give each department extra emphasis.

"Obviously, it is impossible to put a hundred or more sections in preferred position, but we do all we can to juggle copy around so that the maximum of stress is given to as many departments as possible. The result is that the different departments ask for larger and larger space in order to get dominance on the page.

## THE COPY WRITER'S PROBLEMS

"Consider, too, the copy writer's point of view. Each writer is a specialist. He or she handles the home furnishings sections, or the fashion departments or the men's group, and so on. He sits in with the merchandising man and plans special campaigns. Art work is laid out, and everyone concerned agrees to get a certain feeling into the department's copy. The advertisements are made up with this in mind, and a good job is done.

"Then, it gets into the store's page—with fifteen other similarly conceived plans! The net result is that it has no relation to any other announcement, it loses its in-



HERE is an agency who do not look upon direct-by-mail as a burden of *grief* to be sidestepped—but who *glory* in the planning of each detail because they know that no advertising campaign that leaves this work undone or half-done can meet with its fullest success. ¶ Here is an agency who know such work to be as necessary to the success of a business as the detail of salesmen's territories—the Sales Manual—or the Sales Approach—as vital as the attention to detail in production.

We *glory* in taking every step that is necessary to insure successful advertising and selling for our clients. ¶ If you'd like such attention centered on your problems, you'll find we speak your language.

**Bissell & Land**  
INCORPORATED  
*Advertising & Merchandising*  
337 Boulevard of the Allies  
**Pittsburgh**



Apr. 22, 1926

dividual effect and the page as a whole gives no clear impression.

"Taking all factors into consideration, we reached the conclusion that the best way to advertise our departments was to have each create its copy in individual units, as do the specialty shops. Each advertisement should be planned by the department *for* the department, leaving out of mind all relation to other store advertising. Then, this specialty advertising should be built up on our page just as the newspaper make-up man builds up the miscellaneous advertisements on each page of his paper.

"In other words, instead of our putting the big sale advertisement on the top of the page and then letting the smaller copy get lost at the bottom, as has been the department store custom, we began to use the method which the newspapers themselves found most effective for display. We pyramided our advertisements, with the big copy at the bottom. Results have been splendid. First of all, by following this plan we have been able to give to small copy a position where it will stand out. Large copy, by virtue of its size and by virtue of the pyramid make-up, has lost none of its effectiveness. Second, by using this newspaper style we have saved our departments money for the reason that they now are asking for smaller space, knowing that small advertisements in good position will pull business. Third, we have been enabled to get more departments on a page now that there is less demand for large space. The fourth result is that each department now stands out on the page just as it would if it were a specialty shop. No section has to sacrifice anything to any other department for the sake of the store as a whole. Each section has its own advertisement, standing on its own merits. This has created a more flexible type of copy, and each department plans its copy to accomplish exactly the purpose that it desires.

"This unique layout not only has advantages for the departments individually, but it has special

advantages for Macy's as an organization. These are obtained in the news columns provided by the new type make-up.

"Because from 75,000 to 100,000 people come through Macy's daily, we feel that undoubtedly there is an interest in Macy's and its merchandise. Consequently, we devote part of our pages to stories that tell what Macy's is doing.

"Written in newspaper style and topped with headlines of the usual sort, these news stories come under any of six classifications. We have stories that give information about the store and its policies. Others tell of Macy service. Fashions are forecast and described. Merchandise is given story space. Thrift gets a stick or two now and then. Processes of manufacture are explained to our public.

"We try to make our news fully as interesting as the regular news. In some cases, it is possible to make it even more interesting, as we are not limited by rigid policies as the papers often are. Some of our items are 'must' news, and are given space at once. Others are 'time copy', good any day. When Racquel Meller arrived in the United States, a story told how her visit was stimulating the Spanish influence. That story went in at once. Another little one-inch news box, which had no particular date for insertion, told about corn on the cob. Incidentally, while no results were expected from it, five cases were sold out the next day, and the department had to reorder. Such an item of merchandise could not even have been given display in the old style layout. With the new style, it was an item of news interest and in spite of being only an inch in size, it got reader attention.

"This innovation in our advertising is not at all perfect. It is a new idea and is still in its primitive state. We already have made changes in it, carrying out suggestions received from various sources. In the beginning, for instance, we did not have a special page heading. Now, we have made up the page as if it were the front page of a newspaper."

# The Johnstown Tribune

should be included in any advertising campaign covering cities having a population between 75,000 and 100,000. It has grown steadily through three-quarters of a century without the aid of circulation campaigns, premiums, advertising drives and special editions. Its circulation and lineage figures have been attained without any thought of mere "records."

Last year The Tribune carried

**11,240,754 lines  
of advertising**

and the average daily net paid circulation  
for March was 32,826.

*Cover It All Through*

**THE TRIBUNE**  
**JOHNSTOWN, PA.**

NATIONAL REPRESENTATIVES  
BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAGO

BOSTON

ATLANTA

Apr. 22, 1926

# Only the best farm papers can show 70% renewals year after year

The most convincing proof of reader-confidence is renewal subscriptions.

Not merely once, but year after year, *New England Homestead* has shown over 70% renewals, now 71.75%. No guess work here, or "figures not available."

Regular and consistent advertisers in *New England Homestead*, some of them with us 25 to 35 years, are profiting by this definite and tangible cumulative value.

For 70 years *New England Homestead* has rendered a faithful service to New England farmers. The *Homestead* is rich in all those qualities which help to insure the success of advertising. We mean reader-confidence, editorial acceptance, stability of circulation and advertising response.

It has been proved repeatedly that New England farm folks place greater confidence in the *Homestead's* advertising columns than any other advertising medium or method.

**"Over in New England, it's the *Homestead*."**



WARREN A. PRIEST, Advertising Director  
Member of Agricultural Publishers Association  
Member of Audit Bureau of Circulations

**Phelps Publishing Company, Publishers, Springfield, Mass.**

NEW YORK 276 Madison Ave. E. R. Williams A. H. Billingslea	CHICAGO 123 W. Madison St. J. C. Billingslea	ST. LOUIS Syndicate Trust Bldg. A. D. McKinney	MINNEAPOLIS Palace Building R. B. Ring	SAN FRANCISCO 466 Fourth St. Loyd B. Chappell
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# A 1926 List of Employee Magazines

Third Instalment of the List Compiled by the National Safety Council

THE first and second instalments appeared in *PRINTERS' INK* for March 25, page 168, and April 8, page 213. Additions to the compilation will be welcomed and will be published in a supplementary list to appear in an early number.

An up-to-date list of general house magazines totaling 1,200 names was published in *PRINTERS' INK* for July 2, July 9, July 16, July 23, July 30 and August 27, 1925. Reprints of this list may be had at cost—25 cents.

Tait Brothers, Springfield, Mass., "The Circle-T." Tennessee Electric Power Co., Chattanooga, Tenn., "Electro Topics." Tenney Company, Charles H., Boston, Mass., "Tenney Service." Texas Company, Houston, Tex., V. R. Currie, "Texaco Star." Texas Power & Light Co., Dallas, Tex., C. J. Rutland, "Texas Utility News."

Tide Water Oil Company, Bayonne, N. J., J. H. Frye, "Refinery News." Times-Mirror Printing & Binding House, Los Angeles, Calif., "Among Ourselves."

Travelers Insurance Company, Hartford, Conn., "The Travelers Beacon." Traxler Company, Louis, Dayton, Ohio, "Traxiology." Tribune Company, Chicago, Ill., "The Tribune." Trumbull Electric Mfg. Co., Plainfield, Conn., L. A. Braston, "Inside the Circle."

Union Carbide Co., Niagara Falls, N. Y., F. J. Conroy, "The Tapping Pot."

Union Carbide Co., of Canada, Ltd., Welland, Ont., T. E. Morris, "Furnace Flashes."

Union Carbide & Carbon Corp., New York City, "Carbidea."

Union Electric Light & Power Co., St. Louis, Mo., O. E. Life, "Wire and Pipe."

Union Oil Co., of Calif., Los Angeles, Calif., "Union Oil Bulletin."

Union Toll Company, Torrance, Calif., "The U. T. Co. News."

Union Traction Co. of Indiana, Anderson, Ind., "Union Traction Safety Magazine."

United Alloy Steel Corp., Canton, Ohio, Bill Lehman, "United Clan."

United Electric Light & Power Co., New York City, "United News Letter."

United Electric Railways Co., Providence, R. I., H. K. Bennett, "All Aboard."

United Engineering & Foundry Co., Pittsburgh, Pa., Geo. H. H. Friesel, "United Effort."

United Gas Improvement Co., Philadelphia, Pa., C. E. Wetzel, "U. G. I. Circle."

United Railways & Electric Co., Baltimore, Md., Dwight Burroughs, "Trolley Topics."

United States Finishing Co., The Providence, R. I., Gardner Dunton, "Finishing Facts."

U. S. Gypsum Co., Fort Dodge, Iowa, Marcus Shipman, "Red Top Safety Sentinel."

U. S. Gypsum Co., Genoa, Ohio, Walter F. Miller, "The Limelight."

U. S. Gypsum Co., Gypsum, Ohio, O. B. Core, "Gypsum Screenings."

U. S. Gypsum Co., Oakfield, N. Y., John L. Grider, "The Rotary Monitor."

U. S. Gypsum Co., Southard, Okla., O. D. Frederick, "Southard Booster."

U. S. Rubber Co., New York City, E. S. Underhill, "U. S. Rubber News."

U. S. Smelting & Refining Co., Midvale, Utah, D. W. Jessup, "Ax-I-Dent-Ax."

Universal Winding Company, Providence, R. I., "Universal Windings."

Utah-Idaho Sugar Co., Salt Lake City, Utah, D. H. Thomas, "The Cossette."

Utica Gas & Electric Co., Utica, N. Y., "Utica Gas and Electric News."

Walker's, Inc., Los Angeles, Calif., "The Clarion."

Walton Works, Inc., New Brunswick, N. J., E. G. Bales, "The Waltonian."

Walworth Mfg. Co., Boston, Mass., "The Walworth Craftsman."

Warner Co., Charles, Wilmington, Del., Ralph Dinsmore, "Warner American News."

Warner Gear Company, Muncie, Ind., W. D. Price, "Warner Gear Review."

Waterfront Employers of Seattle, Seattle, Wash., "Seattle Longshore Log."

Western Clock Company, LaSalle, Ill., F. L. Hackman, "Tick Talks."

Western Electric Co., New York City, Sterling Patterson, "Western Electric News." Hawthorne Works, Chicago, "The Hawthorne Microphone."

Western States Gas & Electric Co., Stockton, Calif., "Fumes and Flashes."

Western Weighing & Inspection Bureau, Chicago, Ill., "Western Way in News."

Westinghouse Air Brake Co., Wilmerding, Pa., Ernest H. Heinrichs, "Wabco News."

Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa., G. Dare Fleck, "Westinghouse Electric News."

Westinghouse Lamp Company, Bloomfield, N. J., "Westinghouse Lamp News."

West Kentucky Coal Company, Sturgis, Ky., "The Progressive Miner."

West Penn Power Co., Pittsburgh, Pa., Miss Kathryn Robb, "West Penn Magazine."

Apr. 22, 1926

Wheeling Steel Corp., Wheeling, W. Va., Frank P. McNell, "Safety Hints."

White Company, R. H., Boston, Mass., "The White Star."

White Motor Co., Cleveland, Ohio, Miss Edna K. Wooley, "The White Book."

Whitin Machine Works, Whitinsville, Mass., "The Whitin Spindle."

Whiting & Davis Company, Plainfield, Mass., "Wadco News."

Stephen F. Whitman & Son, Philadelphia, Pa., "The Messenger-Link."

Wile & Company, M., Buffalo, N. Y., Herbert W. Allen, "The Clubfello."

Williams & Wilkins Company, Baltimore, Md., "The Kalends."

Willys-Overland Company, Toledo, Ohio, "The Willys News."

Wilson & Company, Chicago, Ill., "Certified News."

Winchester Laundries, Winchester, Mass., "The Extractor."

Wiscasset Mills Company, Albemarle, S. C., "The Windemere Watchman."

Wisconsin Public Service Corp., Milwaukee, Wis., "Together."

Wiser Oil Company, Sisterville, W. Va., "Trico News."

Worcester Electric Light Co., Worcester, Mass., Edwin Mandeville, "The Live Wire."

Worcester Stamped Metal Company, Worcester, Mass., "Stamping Life."

Worthington Pump & Machinery Corp., Holyoke, Mass., T. W. Ferguson, "Deane News."

Yale & Towne Manufacturing Co., Stamford, Conn., R. G. Conover, "The Yale Panel."

Yates Machine Company, P. B., Beloit, Wis., "Sawdust and Chips."

Yawman & Erbe Manufacturing Co., Rochester, N. Y., "Y and E News."

Yellow Cab Company, Philadelphia, Pa., Earl Eby, "The Yellow Age."

Yellow Cab Company, Pittsburgh, Pa., Wm. M. Laird, Jr., "Live Miles."

Yellow Cab & Baggage Company, Omaha, Nebr., "Meter Ticks."

Yellow Cab Manufacturing Co., Chicago, Ill., Clarence Pavey, "Yellow Cab Factory News."

Youngstown Sheet & Tube Co., Youngstown, Ohio, R. J. Kaylor, "The Bulletin."

## RAILROAD MAGAZINES

Atchison, Topeka & Santa Fe Railroad, Chicago, Ill., Thomas H. MacRae, "Santa Fe Magazine."

Atlantic Coast Line Railroad, Wilmington, N. C., Robert Scott, "Atlantic Coast Line News."

Baltimore & Ohio Railroad, Baltimore, Md., Robert M. Van Sant, "Baltimore & Ohio Magazine."

Boston & Maine Railroad, Boston, Mass., Hayes Robbins, "Boston & Maine Magazine."

Buffalo, Rochester & Pittsburgh Railroad, Rochester, N. Y., H. H. Kingston, Jr., "Railway Life."

Canadian National Railways, Montreal, Quebec, W. S. Thompson, "Canadian National Railways Magazine."

Central of Georgia Railway, Savannah, Ga., D. A. Pritchard, "Right Way Magazine."

Central Railroad Company of N. J., New York City, "The Railroad Employee."

Chesapeake & Ohio Railway & Hocking Valley Railway, Richmond, Va., "Chesapeake & Ohio & Hocking Valley Employees' Magazine."

Chicago Great Western Railroad, Chicago, Ill., H. P. Riccadonna, "Great Western Magazine."

Chicago & Northwestern Railway, Chicago, Ill., Bruce V. Crandall, "North-Western Magazine."

Chicago Rock Island & Pacific Railroad, La Salle Street Station, Chicago, Ill., W. E. Babb, "Rock Island Magazine."

Delaware & Hudson Co., Albany, N. Y., R. C. Johnson, "Delaware & Hudson Bulletin," and "Craftwise."

Denver & Rio Grande Railroad, Denver, Colo., "Denver & Rio Grande Western Magazine."

Detroit, Toledo & Ironton Railroad, Dearborn, Mich., Ralph E. Davis, "D. T. & I. Railroad News."

Erie Railroad, New York City, Wm. F. Hooker, "Erie Railroad Magazine."

Georgia & Florida Railway, Augusta, Ga., "Georgia and Florida Bulletin."

Gulf, Mobile & Northern Railroad, Mobile, Ala., J. B. Haman, "Gulf, Mobile & Northern News."

Illinois Central Railroad, Chicago, George M. Crowson, "Illinois Central Magazine."

Kansas City Southern Railroad, Kansas City, Mo., H. B. Vess, "Mechanical Department Bulletin" and "Maintenance of Way Association Bulletin."

Long Island Railroad, New York City, George Flatow, "Long Island Railroad Information Bulletin."

Louisiana Railway & Navigation Co., Shreveport, La., John Lott, "Bulletin Board."

Maine Central Railroad, Portland, Me., Oscar A. Shepard, "Maine Central Magazine."

Missouri-Kansas-Texas Railroad, St. Louis, Mo., Hugh L. Moore, "M-K-T Employees' Magazine."

Missouri-Kansas-Texas Railroad, Parsons, Kans., G. W. Henson, "Association News."

Missouri Pacific Railroad, St. Louis, Mo., E. H. McReynolds, "Missouri Pacific Magazine."

Nashville, Chattanooga & St. Louis Railroad, Nashville, Tenn., Robert S. Henry, "N.C. & St. L. News Item."

New York Central Lines, New York City, Pitt P. Hand, "New York Central Magazine."

New York, Chicago & St. Louis Railroad, Cleveland, Ohio, F. E. Heibel, "Nickel Plate Service News."

New York, New Haven & Hartford Railroad, New York City, "Along the Way."

Norfolk & Western Railroad, Roanoke,



## A Charted Course

for National Advertisers  
in Northern Rhode Island

### Providence Advertisers

long ago charted the safe course for National Advertisers as shown in their consistent use of more lineage in The Pawtucket Times than any other Rhode Island newspaper, with one exception—245,119 lines used during March, 1926.

**They know the value of Advertising in  
the only newspaper in the  
Pawtucket Territory—**

# The Pawtucket Times

Total for March, 1926, 948,731 Lines

# 28,257

Net Paid Circulation March, 1926

National Representatives

GILMAN, NICOLL & RUTHMAN

New York, Boston, Chicago, San Francisco

Apr. 22, 1926

Va., Holcombe Parks, "Norfolk & Western Magazine." Northwestern Pacific Railroad, San Francisco, Calif., Wm. S. Wollner, "Northwestern Pacific Headlight."

Pennsylvania System, Eastern Region, Philadelphia, Pa., Walton M. Wentz, "Pennsylvania News."

Central Region, Pennsylvania Station, Pittsburgh, Pa., Logan B. Sisson, "Pennsylvania News."

Northwestern Region, Chicago, Ill., K. D. Pulcipher, "Pennsylvania News."

Southwestern Region, St. Louis, Mo., Ray D. Casey, "Pennsylvania News," Philadelphia, Pa., J. E. McCouch, "The Mutual Magazine." Pere Marquette Railroad, Detroit, Mich., H. C. A. Maisonville, "Pere Marquette Magazine," and "Service Bulletin."

St. Louis & San Francisco Railroad, St. Louis, Mo., Floyd L. Bell, "Frisco Employees' Magazine."

Southern Pacific System, San Francisco, Calif., K. C. Ingram, "Southern Pacific Bulletin." (Pacific System.)

Houston, Tex., H. M. Mayo, "Southern Pacific Bulletin." (Texas and Louisiana.)

Southern Railway, Atlanta, Ga., Lauren Foreman, "Southern Railway News Bulletin."

Union Pacific Railroad, Omaha, Nebr., "Union Pacific Magazine."

(To be concluded)

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### V. F. Hayden Addresses

#### Cincinnati Agency Council

Victor F. Hayden, secretary of the Agricultural Publishers' Association, speaking before a recent meeting of the Advertising Agencies Council of Cincinnati, described a common problem which, he said, confronted both advertising agency and publisher.

"Viewed in the proper light," Mr. Hayden said, "the publisher and the advertising agency have much the same task. We are both seeking through the power of advertising to help the manufacturers of this country sell their merchandise."

"It is our hope that our association's publicity campaign may break down sales resistance among advertisers so that it will become easier for agency men to show them the advantage of entering the farm field."

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### Roy Walker with "Nation's Business"

Roy Walker, formerly with The Capper Publications, Topeka, Kans., has been appointed Detroit advertising manager of *The Nation's Business*.

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### "Confectioners Gazette" Sold

The *Confectioners Gazette*, New York, has been sold to Allan R. Thomson, who has been associated with F. H. Newton for the last three years at Los Angeles.

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## "Laughing Stock" Doesn't Pay in Boston

There is no magic to the circulation of

## Boston Evening Transcript

The rebellious youth will find its pages inadequate for his passion. And those indulging in an orgy of revel against the accepted order of things would sift and search in vain to find any laughing-stock exploitations there.

The Transcript maintains a responsible circulation peculiar to itself. Responsible citizens are the responsible buyers. Therefore, whether furniture or automobiles, typewriters or toilet waters, securities or silk hosiery, watches or wearing apparel, housekeeping tools or heating plants, the Transcript takes your advertising message to those who have the price to pay and the power of consumption.

NEARLY 100 YEARS OF CLEAN  
JOURNALISTIC SERVICE TO THE  
COUNTRY MEANS SOMETHING.

---

*National Advertising Representatives*

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles



Within 24 hours' travel of two-thirds of the population of the United States. A city of open hearted hospitality, with a perfect climate. Has entertained an average of more than one Convention per day in past years, and future bookings indicate a much greater number for 1926.

*Send for new, completely illustrated booklet showing our ideal convention facilities.*

*The South's Supreme Hotel*

**The ATLANTA BILTMORE**  
ATLANTA GEORGIA

463 West Peachtree Street

# Send for Your Copy

The Authoritative Count of Automobiles for 1926 by Counties, States and Makes, now ready for distribution.

Each year the Automotive Industry eagerly awaits the reliable count of Automobiles for the thirteen Southern states by counties and makes.

The 1926 edition is just off the press and ready for distribution, not only to those actively interested in the automotive or accessory trade, but to Sales Managers and others who find in Automobile registrations an index of business conditions in the South.

These statistics show the registration as of January 1, 1926 for the following states:

Virginia	Kentucky
West Virginia	Tennessee
North Carolina	Alabama
South Carolina	Mississippi
Georgia	Louisiana
Florida	Arkansas
Texas	

## Southern Agriculturist

*NOW MORE THAN HALF A MILLION*

B. KIRK RANKIN, *Publisher*

JAMES M. RIDDLE CO., *Special Representative*  
*Chicago*      *New York*      *Kansas City*      *San Francisco*

## Box Manufacturers to Extend Advertising

Trade promotion and advertising to increase the use of wooden containers for the shipment of commodities into all regular merchandising channels, will be a most important activity of the National Association of Box Manufacturers during 1926. This decision was made known at the twenty-seventh annual convention of the association at Chicago last week.

In discussing the work, B. F. Masters, chairman of the board of governors, told the convention that since the inauguration of a trade promotion and advertising campaign, the industry had regained much business which had been lost.

"It is evident," said Mr. Masters, "that the efforts of the members of this association should not only be continued, but also have the support of the lumber interests and all the box manufacturers in the country."

## Takes Over Great Lakes Auto Products

The Great Lakes Auto Products Company, Chicago, manufacturer of automotive accessories and equipment, has been absorbed by the recently organized Johnson Motor Products Company, Inc., also of Chicago. The personnel of the new company is the same as that of the old. The products of the Johnson company are: the Circelite Spotlight and Stop Signal Switch, the Johnson Rode-Lite, Life Timer and Hub Cap Lubricator.

## Cement Companies Consolidate

The Consolidated Cement Corporation has been organized to acquire and operate The Peninsular Portland Cement Company, The Fredonia Portland Cement Company and The Great Western Portland Cement Company. Plants are located at Cement City, Mich., and Fredonia and Mildred, Kan. The Cowham Engineering Company, Chicago, will supervise the management of the new company, of which John L. Senior, will be president. Mr. Senior is also president of the Cowham company.

## Postum Cereal Sales

The Postum Cereal Company, New York, and its subsidiaries, with the exception of Iglesias Brothers, report sales of \$11,451,888 for the first quarter of 1926. Net income for this period was \$3,106,321, after charges. For the same period in 1925 the net income was \$2,775,644.

## Richmond, Va., Agency Adds to Staff

Miss Virginia Macmurtie, formerly with Thalheimer Brothers, Richmond, Va., has joined the copy department of Ralph L. Dombrower, advertising agency of that city.



# "Does the Advertising Value of 'PUNCH' ever die?"

is the question asked by THE PEPSODENT COMPANY, when sending along a coupon received from Warsaw, Poland, at the end of January, 1926, which appeared in an advertisement in "PUNCH" on the 16th of August, 1922.

Put your Advertisement in  
**"PUNCH"**  
for all the world to see

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, FLEET STREET,  
LONDON, E.C. 4, ENGLAND

# Farm-Paper Copy Sells a Made-to-Order Product

It Stirs Up Inquiries Which Are Frequently Closed through the Mails

By G. J. Anderson

President, King Ventilating Company

WE formerly had the idea that advertising could not have a very important part in selling an engineering proposition such as ours. We sell ventilating systems for dairy barns, hog houses, poultry buildings, creameries, and even for silos.

Today, we know differently. We now realize that scientific service and the means of conveying it is really merchandise. And if it is merchandise it can be sold, or at least the selling process started, by advertising.

Strangely enough, it was a banker who broadened our advertising vision.

In 1909, we had developed our aerator cupola and circulating system to a point that seemed to justify us in trying to widen our market. Up to then, our outlet was mainly local. The sales we made to Minnesota farmers were within a reasonable radius of Owatonna, Minn., where our factory is located, and were accomplished through personal efforts. We would go to a dairy farmer in the winter and ask him to allow us to inspect his barn. It would usually be cold and clammy. We would show him how our system would remove the cold air and leave the warm air in—how, in a word, the barn could be aired in a way to keep the stock warm, comfortable and healthy.

We made a good record of sales in this manner but wanted to expand. Plainly, we could not afford to go out in all directions of the compass and canvass for leads. But if we could bring the leads in, the selling process would be simplified and rendered much less expensive.

It was then that I conceived the idea of preparing a little folder telling about our merchandise and

using an inch space in farm papers to get inquiries for it. Our factory was developing rapidly and we had been obliged to put all our available capital into buildings and equipment. Money was scarce with us in those days anyway.

So I went to an Owatonna banker and asked him to loan me \$100 to pay for this proposed advertising.

"You had better make it \$200 and take a two-inch space," he said, after hearing my plans in detail.

Then he gave me a little talk on advertising, which I think constituted the most important lesson I have ever learned in my business career.

"It will not pay you to advertise even in a small way for just a little while and then quit," he told me, among other things. "You need enough money to keep the thing going steadily for a while. Then, as business comes in, you will have still more money to spend. Or if you don't have it, perhaps we can help you out. But don't play with advertising. Go into it strongly enough to get a fair idea of what it will do for you. If it is no good, quit it. If it is good, or shows signs of being good, go ahead with it steadily."

I have often wondered since then how far we would have got if I had not gone to the banker for that \$100. Probably we would have acquired the advertising vision in some other way and again, we might not.

Inquiries came in and we sent out men to do the selling. At length, we developed our printed matter to a point that caused us to ask farmers to send us plans of their buildings. Then, our engi-

# Columbus Dispatch

**OHIO'S GREATEST HOME DAILY**

# FIRST IN CIRCULATION 106,451 AVERAGE DAILY

The super  
the Disp  
circula  
from 7  
to 10,  
great  
other  
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The superior news service of the Dispatch is reflected in its circulation which has grown from 72,534, April 1st, 1922, to 106,451 April 1st, 1926, greatly exceeding that of all other Columbus newspapers in City, Suburban and County circulation. Analysis shows that 94%, or 100,400 is concentrated in the 33 Ohio counties shown on the map.

## AVERAGE DAILY

**NET PAID  
CIRCULATION  
*for the*  
SIX MONTHS  
PERIOD  
*ENDING*  
APRIL**

APRIL  
1ST  
1926

## **IN ADVERTISING**

Advertisers used 5,345,741 paid lines in the Dispatch during January, February and March, a gain of 422,050 lines over the first quarter of 1925. The total advertising for the three months exceeded the lineage in the other newspapers combined by 709,885 lines. During 1925 the Dispatch was FIRST in Ohio in advertising volume, publishing 2,648,383 lines more than any other newspaper.

*The  
Columbus  
Dispatch*

**Harvey R. Young**  
Advertising Director  
**O'Mara & Ormsbee, Inc.**  
New York—Chicago  
Detroit—San Francisco



Apr. 22, 1926

neers would figure down in close detail just what it would cost to install ventilating equipment in those buildings. Thus, the salesman's time would be saved and his efforts made much more resultful.

The little folder which the banker's loan enabled us to get out has now grown into a large catalogue which is a scientific treatise on the ventilation of all classes of farm buildings—for all buildings, in fact, where moist air is a problem. We even go so far in this book as to demonstrate how underground storage facilities for fruits and vegetables can be ventilated.

Inquiries for the catalogue are sought in our farm paper and other advertising. When a man inquires for it he is regarded as a prospect. We follow him up by letter with the object of developing his interest to a point where he will send us a pencil sketch or plan of his buildings.

Suppose, for instance, he is interested in ventilating his poultry

houses. We ask him to tell us the number of fowls to be housed—also the number, size and location of windows and the location of doors and partitions. We want to know about the construction of the ceiling, floor, roof and walls and whether he uses storm windows and storm doors. Having this information, our engineers make up a plan for the house and we can quote a price before we see the building.

It very frequently happens that we complete the entire sale by mail. All that remains is to send men to install the equipment.

I suppose the feature of our business that is the most interesting to advertisers is the fact that we use a catalogue to sell merchandise which, from its very nature, cannot be manufactured in quantities and kept in stock. The installation in every case must be individual, although, of course, certain standard parts which are used in every job can be made up in quantities. It was this feature that at first made us

## *Proven—*

**The most profitable advertising  
medium in southwestern  
Florida.**

**The Tampa Tribune is the  
leader in circulation and adver-  
tising lineage in an active  
market of 750,000 people.**

**Post Office gives Tampa's  
population as 213,615.**

*National Representatives*

**THE S. C. BECKWITH SPECIAL AGENCY**

# Think of— Cedar Rapids, Iowa

**WHERE** farm and factory merge in one of the nation's greatest grain centers.

**WHERE** manufacturing, jobbing, and retail business totals \$230,000,000 annually.

**WHERE** \$12,095,000 is being spent now in municipal and corporation expansions.

**WHERE** 60,000,000 bushels of Iowa grain is purchased and processed annually.

**WHERE** there are eleven strong banks and a history of NEVER a bank failure.

**WHERE** there are 57,000 people and a trading territory population of 350,000.

**WHERE** there is one newspaper with a circulation fifty per cent greater than its nearest competitor's.

**WHERE** that newspaper sells more copies locally each day than there are homes.

**WHERE** that newspaper leads every day in circulation and local, foreign and classified advertising.

**WHERE** that newspaper is recognized as dominant in its entire field, and

**WHERE THAT NEWSPAPER IS**

## The Evening Gazette

Represented By

ALLEN-KLAPP CO.

489 5th Ave.  
New York

Tribune Tower  
Chicago

# Largest Circulation Daily and Sunday

*The present circulation  
of this newspaper exceeds*

**76,088 COPIES DAILY**

**86,568 COPIES SUNDAY**

During 1925 this newspaper carried 15,932,621 lines of advertising, all classifications, exceeding its nearest competitor by 3,337,726 lines (De Lisser Bros. figures).

This newspaper has the highest type of readers, gainfully employed, able-to-buy prospects, whom advertisers find it most profitable to reach.

First in daily and Sunday circulation, first in home delivered circulation, first in total advertising lineage, first in proven results for advertisers, the Democrat and Chronicle and Rochester Herald is unquestionably the best advertising medium in the Rochester Trading Territory.

**Democrat**  **Chronicle**

**ROCHESTER HERALD**

somewhat apprehensive as to the feasibility of selling by mail or, in fact, of advertising our goods at all.

Strictly speaking, we do not sell ventilating equipment. We sell ventilation.

We use our general advertising and our catalogue to convey the message about the ventilation idea. When we can impress the idea upon a prospect we do not have to sell him our goods. He buys them. There is a vast difference between buying something and having it sold to you.

Our advertising problem seemed difficult in the beginning because we visualized the merchandise rather than what it could do. Our later conception led us to see that our stock in trade was service. Then our advertising path became clear.

I have learned some highly interesting things in the last fifteen years. One of the most important is that anything that can be sold can be resultfully advertised. This is true even though no specific merchandise can be shown and though there can be no direct selling talk.

I strongly indorse the declaration of Henry P. Williams in the March issue of PRINTERS' INK MONTHLY that advertising is telling rather than selling. Our advertising does not sell King ventilators. It sells the service the system can perform. It sells scientific, although plainly stated, knowledge of what ventilation is and of the necessity for it. With this as a foundation it tells how our merchandise can be used to capitalize upon this knowledge profitably.

The selling then becomes an incident.

#### Lumber Trade Extension Headquarters at Chicago

Headquarters for the field work in connection with the program of the recently organized West Coast Lumber Trade Extension Bureau are being established at Chicago by Chester J. Hogue, who is in charge of the work. L. P. Keith will be in charge of such activities as pertain to railroads and car builders. Other field men will be added to the staff later.

## Good Copy

**is like a  
fair trade  
when it benefits  
the people who  
read it and  
the people who  
pay for it.**

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

**95 MADISON AVE.  
NEW YORK CITY**

Apr. 22, 1926

# People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

**San Francisco  
Chronicle**

#### NATIONAL REPRESENTATIVES

Williams, Lawrence & Cresmer, 225 Fifth Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles, Cal.

### B E A U T Y



"The Ace of Typography"

We are working with an eye to beauty—always. But "A-C" ads while being beautiful, possess the individuality, originality and wallop that makes the reader stop and read your message.

*Get in touch with "A-C"*

**ADVERTISING - CRAFTSMEN**  
132 West 31<sup>st</sup> St., New York  
PENNSYLVANIA 8789-8790

### Philadelphia Art Directors Award Prizes

An exhibition of advertising and publication art is being held under the auspices of the Art Directors Club in Philadelphia. The winning awards for the various advertising classifications, which were awarded under the direction of E. Horter and N. C. Wyeth, are as follows:

**Color:** First, Young & Rubicam, Inc.; second and third, N. W. Ayer & Son;

**Black and White:** First, The Eugene McGuckin Company; second, University of Pennsylvania, and honorable mention, the McLain-Simpers Organization;

**Photography:** First, Richard A. Foley Advertising Agency, Inc., second, Tracy-Parry Company, Inc., and third, Barrows, Richardson & Alley.

### Lumbermen's Associations to Co-operate on Advertising

Members of the National American Wholesale Lumber Association, who attended the annual convention at Atlantic City, N. J., last week, approved a proposal that their organization co-operate with the National Lumber Manufacturers' Association in an educational advertising campaign on which it is planned to spend \$1,000,000 a year. The object of the campaign is to acquaint the public with the various uses of lumber and to overcome the impression that lumber is scarce. An article in the February 25 issue of PRINTERS' INK outlines the plans for this campaign.

### New Accounts for Utica, N. Y., Agency

The Divine Brothers Company, Utica, N. Y., has appointed Fred D. Stevens, advertising agency, of that city, to direct the advertising of its Canvas Cushion Truck Wheels and Polishing Wheels. A business-paper and direct-mail campaign is now being conducted for these products.

*Square and Compass*, Utica, has also placed its advertising account with this agency.

### Canada Moves to Reduce First Class Postage

The annual budget which has been introduced into the Canadian Parliament provides for a reduction in first class postage from three cents to two cents an ounce, to become effective July 1, 1926. The rate was raised to three cents during the war as a revenue measure.

### Charles Tyrolier Dead

Charles Tyrolier, fifty-five, treasurer of the International Handkerchief Manufacturing Company, New York, Sealpackerchief handkerchiefs, died at New York, on April 17. He had been with the company since its organization twenty-eight years ago.

# QUESTIONS

for the national advertiser

The publisher leases you space  
What's it worth a Foot?

When you lease space in an office building you carefully compare the price per foot with what you can get elsewhere, and your decision rests on numerous considerations—the location of the building, the number of stories, the amount of light you'll get, the elevator service and so on.



Do you weigh as carefully just what you'll get when you lease space from a publisher? For that is what you do when you make an advertising contract with a paper,—you lease space in order to deliver a message to a given audience.

An A. B. C. report helps you decide whether the space is worth what is asked for it. It tells you whether your message in the space bought will be seen by a sufficiently large and interested audience to warrant the expenditure.

**AUDIT BUREAU OF CIRCULATIONS**  
**CHICAGO**

## How to Meet Un-advertised Competition

*(Continued from page 8)*  
ous intricacies of our manufacturing problem. They are on our books today.

We have a rather strict credit policy. We turn this to account with the salesmen by showing them how to explain to the dealers they call on that those dealers, by the very reason of the call, are in a preferred class, and that they will not be embarrassed by seeing our merchandise in a cut-rate or upstairs store. This is always a touchy point with dealers on advertised merchandise, until that merchandise reaches the point where it is in the fortunate class of Spearmint gum.

Finally, we make it a point to work the trade with as many men as we can as often as we can in a year. We do this not so much to show each salesman how it is done but more to gather information which we can turn to account in helping that man later. We rarely butt in until after the salesman is all through, and then, mostly, to ask questions.

In conclusion I would say that there are no magic methods of helping salesmen meet unadvertised competition any more than any other type of competition. If your advertising is not large enough to dominate, you've got to concentrate every effort to make what you are doing loom up large and important in the eyes of your salesmen and prospects. Every retailer is torn between the temptation of buying lower initial price merchandise and the fear of losing business by not having the advertised brands in stock when called for. If we can get our men to work strongly enough on the latter emotion so that the dealer will, at least, give us a trial, we are satisfied because we know our ties will do the rest.

Apparently, our methods are meeting with some little success because right now we are showing an increase on Spur Tie sales, in units, over the same period last year of nearly 40 per cent.

## Retailer's Copy Urges Citizens to Boost Their City

A merchant of Oil City, Pa., used full-page newspaper advertising to praise and arouse interest in that city. George J. Veach, of the Veach Furniture Store, was responsible for the advertisement, which made no mention of his own business. The headline reads, "Oil City is a Good City." A box in the upper left-hand corner contains a signed statement by Mr. Veach.

Part of this statement is as follows: "I believed in Oil City when I came here to live thirty years ago and I believe in it now more than ever before. Oil City has grown larger each year in a quiet, healthy way that makes for permanence. Oil City has much to offer but so have other cities. It is the way you offer it that counts. To successfully sell anything, you must first be sold on it yourself. Get your shoulder to the wheel—when every citizen becomes a booster—watch us grow."

The advantages of Oil City as a home and industrial centre are brought out in the main body of the text. Observance of its traffic regulations is urged. A cut of a new bank building is also shown. Special stress is laid on the necessity of increased civic pride if the city is to grow.

## Protects Advertised Trade Name by Registration

Application has been made for the registration of "Universal" as the trademark for the cranes manufactured by The Universal Crane Company, Cleveland. Q. J. Winsor, assistant sales manager, informs PRINTERS' INK that registration was sought because of attempts of other manufacturers to advertise a similar product under the same trade name. The advertising plans of Universal cranes call for the use of business papers and direct mail.

## National Biscuit Income Gains

The National Biscuit Company, New York, Uneeda Biscuits, etc., reports a net income of \$3,051,917 for the three months ended March 31, 1926. In the corresponding quarter last year a net income of \$2,877,031 was reported.

## Fixture Account for H. A. Calahan Agency

Samuel Frost, New York, distributor of lighting fixtures, has appointed The H. A. Calahan Company, New York advertising agency, to direct its advertising account. Newspapers will be used.

## With Street & Finney

Miss Carolyn W. Hanselman has joined Street & Finney, New York advertising agency, as an account executive. She formerly was with James McCreery & Company and Pictorial Review, both of New York.

# NEW PAGE RATE

**\$2000**

**Effective**

**October, 1926**

**THE RED BOOK  
MAGAZINE**

Apr. 22, 1926



# The Philadelphia Inquirer

*Extends a Cordial Invitation  
To all Delegates to the*

**CONVENTION OF AMERICAN NEWSPAPER  
PUBLISHERS**

and the  
**ASSOCIATED PRESS CONVENTION**

*To Inspect Its Magnificent New Plant*

This great newspaper—housed in The Elverson Building—dominates a trading territory of over 3,500,000 busy people, an area containing 420,000 homes. Its circulation is non-duplicating and absolutely unreturnable. The degree in which The Inquirer leads all other Philadelphia newspapers in paid advertising is shown conclusively in the figures given below:

*The Inquirer has led the Philadelphia field  
for many years in total volume of advertising.*

	<i>Increase over last year</i>	
<b>INQUIRER</b>	<b>21,460,500</b>	<b>lines</b>
* <b>Bulletin</b>	<b>20,536,800</b>	<b>"</b>
<b>Ledger</b>	<b>15,086,700</b>	<b>"</b>
* <b>Evening Ledger</b>	<b>15,162,600</b>	<b>"</b>
<b>Record</b>	<b>9,228,900</b>	<b>"</b>
<i>*Evening.</i>		
	<b>1,866,900</b>	<b>lines</b>
	<b>1,538,100</b>	<b>"</b>
	<b>1,512,900</b>	<b>"</b>
	<b>1,131,000</b>	<b>"</b>
	<b>861,600</b>	<b>"</b>

The Inquirer's lead in total value of paid advertising is equally impressive for the first quarter of 1926, outdistancing its nearest competitor in the morning field by 1,296,600 lines!

# The Philadelphia Inquirer

CHICAGO                    NEW YORK                    LONDON  
2002 Harris Trust Bldg.    285 Madison Ave.    16 Regent Street

## What Are the Best Seasons for Selling Advertising?

*Editor of PRINTERS' INK:*

Do you have any data on when most advertising schedules and lists of mediums for advertising, particularly in trade and technical periodicals, are made up? Could you say whether most of them are made up during the last three or four months of the year, the fall months, or are most of them made up in the first three or four months of the year? In soliciting advertising is it more advantageous to use direct mail at certain seasons of the year, and is it better to use personal solicitation at other seasons? These questions may be a bit vague, but perhaps you can see what I am driving at.

*Advertising Manager.*

THIS letter from a reader who prefers to remain anonymous brings up a matter concerning which there is still insufficient understanding among advertising solicitors and their chiefs. According to a study made last year by PRINTERS' INK, the more important advertisers and advertising agencies do the bulk of their preliminary work, such as making up schedules and selecting mediums, in the summer and early autumn. They naturally must do so in order to have their published advertising appear in the busy fall and winter buying seasons. Yet how often do we see advertising salesmen sent out to "get their share" of a campaign which was already cut and dried, so far as schedules and mediums are concerned, months before.

Leading advertising agencies to the number of 109, located in all sections of the country, informed PRINTERS' INK in what seasons they finished the preparatory stages of their campaigns. Those who do this chiefly in the summer and early autumn numbered 45 per cent. About 24 per cent keep such work fairly evenly distributed through the year. Those who do their heaviest preliminary work in the fall numbered about 16 per cent. About 13 per cent reported that they do their lightest work in this respect in the summer and early autumn. We have reason to believe that these figures hold good

## The Daily Herald

carries more  
classified ads  
than any other  
Mississippi  
newspaper



**THE DAILY HERALD**  
Gulfport Mississippi Biloxi  
GEO. W. WILKES' SONS, Publishers

## Picture Insert



for a trade magazine—  
all the kodak gossip  
of the folks in the  
trade—makes popular  
—adds prestige—increases circulation—  
adds advertising—  
swells cash—ask

## OFFSET GRAVURE CORPORATION

110 Seventh Avenue  
Long Island City, New York

*"More than offset, more than gravure."*

Apr. 22, 1926

# This Device will get Circulation

Any magazine or newspaper publisher who wishes to attract and win more friends can certainly and easily do so with Shoot-A-Lite, the finest and most efficient device in the world for lighting gas mantles, stoves, ovens, water heaters, radiant heaters, alcohol lamps, canned heat, gasoline and acetylene torches.



## SHOOT-A-LITE

Better, safer and cheaper than matches. Indispensable to household, shop or laboratory. Used instead of matches by the world's greatest manufacturers.

Endorsed by "Modern Priscilla," "Good Housekeeping" and leading gas companies. Made of solid steel, strong and durable.

**Shoot-A-Lite** is a wonderful seller at 50c. Everybody loves to pull the trigger to feel the click and ring of real steel and see the sparks fly.

It will go wonderfully before the Fourth of July.

If you are looking for circulation, look into this. Get a sample and price on quantities—now.

**STEVENSON DISTRIBUTING CORPORATION**  
Sole Owners & Distributors of  
"SHOOT-A-LITE"

119-121 EAST 27th STREET  
NEW YORK, N. Y.

Telephone, Madison Square 3661

for newspapers, trade and technical, as well as general publications.

We can scarcely take it upon ourselves to make suggestions regarding the most favorable seasons for direct-mail and personal solicitation. For example, conditions in the garment-making trade, where style is such a factor, are fundamentally different from those prevailing in the heavy machinery trade. It would seem to be highly advisable for the advertising solicitor, who wishes to get the most business, to make as painstaking a study as possible of the conditions governing the particular trades which seem to contain the best prospects for his particular publications. He will then be working on a basis of known facts, instead of rushing off haphazardly in consequence of a "tip" or "inside information," which we fear is grievously often the case.—[Ed. PRINTERS' INK.]

## M. W. Jennings to Represent Gage Publications

Morley W. Jennings, formerly representative of R. G. Dun & Company, has been appointed to represent the *Electrical Record* and *Electricidad en America*, published by The Gage Publishing Company, New York. His headquarters will be at Detroit and he will cover Michigan and Indiana territory.

## Borden Company Sales Establish Record

The sales of the Borden Company, New York, dairy products, which amounted to \$123,352,833 in 1925, established a new record for that company. In the previous year, sales were \$109,666,603. The net income last year, after charges, totaled \$6,297,235, as against \$5,412,705 in 1924.

## Fraud Investigation Bureau Formed at Tulsa

The Tulsa Bureau of Investigation of Frauds was recently formed to protect Tulsa, Okla., merchants from fake advertising schemes and solicitations for charitable purposes of doubtful merit. Louis Lefko is secretary of the bureau.

## Starts Advertising Service at Louisville

Nolte C. Ament, recently vice-president in charge of advertising of Lemon & Son, Louisville, Ky., has started an advertising service at that city.

## JACKSONVILLE, FLORIDA



*Where will your next  
BRANCH PLANT be?*

IT is the business of advertising directors, sales managers and merchandising department heads of industrial concerns to thoroughly investigate the possibilities of this new market with its high per capita buying power. The rapid development taking place in Florida and the Southeast today is of great significance to industry. New factories and distributing plants must meet the demands of this vast new empire . . . growing faster in consuming power than any other section of the world.



### Our Book~

Contains a discussion of recent economic changes, their effect upon industrial development generally, and authentic data relative to the opportunities and advantages offered industry today in the Southeast . . . Send for your copy now.

Situated at the logical hub and traffic center of this new territory and equipped with excellent rail and water transportation facilities . . . Jacksonville, Florida . . . offers the supremely favorable location for manufacturing and distribution. Information regarding Industrial Jacksonville and its territory will be of interest to you . . . write today.

## TELFAIR STOCKTON & COMPANY

329 Laura  
Street



Jacksonville,  
Florida

REAL ESTATE RENTALS MORTGAGES INSURANCE

Apr. 22, 1926

**How's Business?  
Fine! for**

**AMERICAN  
AGRICULTURIST**

The first quarter of 1926 we carried in commercial lineage . .	106,094
The first quarter of 1925 we carried in commercial lineage . .	<u>93,662</u>
Gain . . .	12,432

The first quarter of 1926 the editorial department received 4,843 letters	
The first quarter of 1925 the editorial department received <u>3,820 letters</u>	
Gain . . .	1,023 letters

The first quarter of 1926 our pattern department sold 11,479 patterns	
The first quarter of 1925 our pattern department sold <u>8,183 patterns</u>	
Gain . . .	3,296 patterns

**And here are some additional facts—**

During the first three months of 1926 we mailed 1,896,756 copies of our paper having a total of 54,221,000 pages. In other words, during the first three months of this year we mailed over 200,000 more copies of the paper and gave our readers 7,500,000 more pages than for the same period last year.

**AMERICAN AGRICULTURIST**  
461 Fourth Avenue, New York City

*Henry Morgenthau Jr. Publisher*

**New York State Member of Standard Farm Paper Unit**

## FARM PAPER SUMMARY FOR MARCH

### COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, live stock and  
classified advertising)  
**MONTHLIES**

	Lines
Country Gentleman .....	78,008
Successful Farming .....	41,858
Farm Journal .....	34,517
Capper's Farmer .....	21,865
Farm & Fireside .....	21,091
California Citograph .....	20,978
American Fruit Grower .....	18,060
Farm Life & Farm Home .....	15,289
Farm Mechanics .....	12,924
American Farming .....	9,446
Power Farming .....	7,632
Field Illustrated .....	7,550
Better Fruit .....	5,165
National Farmer & Stock Grower .....	2,154
Southland Farmer .....	2,082

### SEMI-MONTHLIES

	Lines
Dakota Farmer .....	45,550
Oklahoma Farmer-Stockman .....	39,247
Farmstead, Stock & Home .....	36,696
Hoard's Dairyman .....	36,417
Missouri Ruralist .....	34,128
Southern Ruralist .....	27,338
Southern Agriculturist .....	27,291
Southern Planter .....	24,617
Orange Judd Illinois Farmer .....	24,539
Utah Farmer .....	23,225
Michigan Business Farmer .....	20,510
Montana Farmer .....	19,008
Western Farm Life .....	18,039
Western Farmer .....	15,498
The Dairy Farmer .....	15,243
South Dakota Farmer & Breeder .....	11,380
Southern Cultivator .....	10,712
Modern Farming .....	9,730
Arkansas Homestead .....	8,829
Missouri Farmer .....	7,978

### WEEKLIES

(Four Issues)

	Lines
Rural New Yorker .....	70,641
The Farmer .....	62,630
New England Homestead .....	56,030
Iowa Homestead .....	53,776
Prairie Farmer .....	51,915
Nebraska Farmer .....	51,460
Ohio Farmer .....	51,221
Wallaces' Farmer .....	50,254
Indiana Farmer's Guide .....	49,638
Kansas Farmer & Mail & Breeze .....	48,720
Wisconsin Farmer .....	47,929

## DIRECT-MAIL SALESMAN

A printer-client of mine in Montreal—specializing, with my cooperation, in planning and executing direct-mail advertising campaigns, has, by reason of the death of an associate, what I consider a fine opening for the right man.

He should have had experience—the broader the better, but first of all must come sincerity and a willingness to work, for after he proves up, he will have an opportunity to acquire an interest in the business, which is good and growing. Results and earnings will go hand in hand.

State full experience and minimum salary guarantee. *Reply by letter only.*

**CHARLES AUSTIN BATES**  
33 West 42nd St., New York

## Artist Visualizer Wanted

One who is exceptionally well qualified to create and render layouts in all techniques. He will be offered the opportunity of doing such finished work as comes within his scope. This position can only be filled by an experienced man, with inherent good taste and advertising sense. Productive ability largely will decide the salary.

**Van Name & Hills**  
Incorporated

11 East 38th St., New York

Apr. 22, 1926

# What Do You Know About Circulation?

An established monthly periodical with a fine name wants a man with the ability to promote circulation.

If he has some experience, and is resourceful, there is a permanent position and the opportunity constantly to increase his income. Write fully and in confidence.

Address "M," Box 298,  
Printers' Ink.

## AVAILABLE

Assistant general manager of a small electrical manufacturing company who is cramped in his present position and requires a much broader field and organization in which to show his true worth.

Twenty-seven years old, single, graduate electrical engineer, degrees from Harvard and Massachusetts Institute of Technology. Completed Westinghouse training course.

A student of business with an active, quick mind, a keen analyst with the proper vision, foresight and temperament. Can take or give orders, and work in harmony and co-operation with both superiors and subordinates.

Location immaterial, but prefer Detroit or Cleveland.

Minimum salary—\$5200 first year.

Address "N," Box 299, care of Printers' Ink.

	Lines
Pennsylvania Farmer .....	47,877
Progressive Farmer & Farm Woman .....	43,670
Michigan Farmer .....	43,441
Wisconsin Agriculturist .....	42,901
Pacific Rural Press .....	42,122
Pennsylvania Stockman & Farmer .....	40,757
Farm & Ranch .....	40,181
Ohio Stockman & Farmer .....	37,301
California Cultivator .....	36,678
Washington Farmer .....	35,178
Florida Grower .....	33,847
Oregon Farmer .....	33,436
American Agriculturist .....	33,405
Idaho Farmer .....	32,019
Breeders Gazette .....	28,007
Dairymen's League News .....	12,197
Pacific Homestead .....	4,340

### FARM NEWSPAPERS

	Lines
Kansas City Weekly Star .....	41,507
Atlanta Tri-Weekly Constitution .....	24,281
Dallas Semi-Weekly Farm News .....	20,813
Memphis Weekly Commercial Appeal .....	20,505
St. Paul Farmers' Dispatch .....	17,950
St. Louis Twice-A-Week Democrat .....	17,676
Kansas City Weekly Journal .....	17,081
Atlanta Tri-Weekly Journal .....	12,920
(Figures compiled by Advertising Record Company.)	

### Premier Duplex Sales Increase

Sales of Premier Duplex vacuum cleaners, made by the Electric Vacuum Cleaner Company, Cleveland, Ohio, for the first three months of this year were 25 per cent greater than for the corresponding period of 1925. Net profits for the last year amounted to \$800,583, before taxes and dividends. This compares with \$324,375 reported in 1924, an increase of 126.7 per cent.

### Buy Van Range Company

Albert Pick & Company, Chicago, institutional equipment, have acquired control of the John Van Range Company, Cincinnati, manufacturer of hotel and restaurant cooking equipment. The Van Range company will be dissolved and the business and good-will will pass to Albert Pick & Company.

### Form Lithographic Business at Tampa

The Florida Lithographic Company, Inc., has been organized at Tampa, Fla. F. L. Morgan is president and general manager of the new company. John Moscrip, of the Florida Citrus Exchange, is vice-president. A. P. Burgett is secretary-treasurer.

# High Caliber All-around Business Executive

*With Advertising Background*

## Available NOW

〔A "FIVE FIGURE" MAN  
WITH IDEAS THAT WIN!〕

THIS man has been in Big Business for over fifteen years and is a well-rounded executive and organizer with a definite record of accomplishments. He is a business man in every sense of the word, versed in finance, management, merchandise and distribution; and he has been through the advertising profession from copy to selling. He is accustomed to developing, directing and inspiring any organization necessary to produce results.

The caliber of this man is reflected in his responsibilities: He is now Executive Art Director of a Two Hundred Million Dollar corporation in the East, and plans and directs an annual expenditure of over a Million Dollars! Before this, he was for several years Advertising Director of a chain of ten retail specialty stores. Before that, with a similar chain of eight stores. Just after the war he directed his own agency; and during the war he held responsible positions in the Naval Service abroad. In his earlier years he was secretary and reporter, and worked with important business and government officials.

He is thoroughly at home in all the major cities of this country, and in England, France and Germany. He is well read and well educated; has a sparkling and dominant personality; cultured, well-groomed, good-natured; and exudes the cordiality that creates a favorable impression. This man is 35 years young (45 in experience), American, happily married and in tip-top health. He can stay at home or travel, take orders or give them, write or talk, and can work in co-operation and harmony with superiors or subordinates.

*Personal interviews can be arranged anywhere.  
Write or wire Box 243, Printers' Ink.*

Apr. 22, 1926

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING CO., INC.**  
 Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

**Issued Thursdays.** Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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 Russell H. Barker

Washington: James True  
 London: Thomas Russell

NEW YORK, APRIL 22, 1926

**The Business Moral of Burbank's Life** One lesson manufacturers could learn from the life of Luther

Burbank is never to turn out an inferior product or to begin marketing a product before it is ready to be sold.

Burbank's success was due to his tireless experiments. He frequently explained that he experimented with a plant until he got what he wanted. He recently wrote, "Often I have produced a million plant specimens to find one or two superlatively good, and then destroyed all the inferior specimens."

A large percentage of the specimens he destroyed may have been

superior to the usual run of plants of that kind. Yet Burbank would not give them his approval because they fell short of the ideal toward which he was striving.

Henry T. Finck, in "Gardening with Brains," tells of Burbank's "\$10,000 bonfires." These holocausts resulted from the destruction of discarded plants. Mr. Finck said that if these plants had been sold at regular nursery prices they would have brought upward of \$10,000. There were as many as fourteen of these bonfires in a single year.

But had Burbank yielded to the temptation to market these discarded plants he would not have been Burbank and would not be hailed now by the press of the nation as the "greatest plant genius of all time."

Do manufacturers need this lesson from Burbank's life? They certainly do—in many cases, at least. The spectacle of the manufacturer who lets the quality of his product run down after he achieves a market or because of the pressure of competition is frequently seen.

Recently we had occasion to look into six so-called advertising failures. In each case the failure was clearly the result of something being wrong with the product. In three instances, the product was not ready for the market. In two cases, the advertised articles were obviously inferior to competing non-advertised articles. And the sixth example is that of a manufacturer who was well established and soundly successful. He had advertised for years. Through some factory carelessness, one whole season's production was defective. Rather than scrap the production, a chance was taken that the consumer would not discover the defect. But the consumer did. The manufacturer has been operating on the ragged edge ever since.

So long as there are business men who do not appreciate that it is fatal for them to tamper with the quality of their products, we need Luther Burbanks to teach us sound business principles.

**Employees Working for the Customer** At the big plant of the Crompton Company, maker of corduroy, there are many signs bearing the slogan "Work for the Customer." These signs are direct results of a system of employee representation which has been in effect for almost three years and which, according to the *Textile World*, resulted in a saving of \$50,000 in one year from decreased "seconds" and fewer returned goods.

The Climax Hosiery Mills, of Athens, Ga., is using pages of copy to tell merchants that no employees who produce the company's Tru-Fab hosiery have ever worked in any other mill. This personal training of each employee, the company says, makes each worker feel that he is personally responsible for the maintenance of company standards.

This modern policy of management and labor co-operation for the customers' benefit is growing rapidly in the textile field and in other widely different industries as well.

The Baltimore and Ohio shopmen have performed wonders in co-operation with management to locate and eliminate causes of waste; the employees of the Kansas City, Mexico and Orient Railroad recently purchased newspaper space to tell prospective freight customers how the road could serve them. In many other railroads this real spirit of co-operation is taking hold in an unmistakable way.

Such a policy, encouraged by progressive owners in all lines of business, gives to each employee a satisfying sense of creative activity, and a detailed knowledge of the customer's importance to his own pay envelope.

Selling costs in all lines must come down if wages are to stay up. It is for that reason that the American Federation of Labor has urged upon its members a closer co-operation with management to reduce waste. Much can be accomplished in cutting selling costs by this sort of co-operation which reduces complaints and the

amount of returned goods, and gives to every factory employee a selling viewpoint.

Management should meet labor more than half way in a development which promises much for the future industrial stability of the country.

### **Would You Shut Up Shop for Three Months?**

When the first roller skates of spring clatter down suburban streets and the green begins to appear on the lean willow twigs, a curious madness seizes upon some people. They dictate a note to the general effect that their advertising will be cut in half or discontinued entirely during June, July and August. Having sent this note to their advertising agent or to a list of publications, they, in the manner of men who have accomplished a clever piece of work, set off for the links to try out the new mashie.

But we wonder if the men who dictate such notes in the spring realize what they are really saying to their own organizations. Some self-styled experts have maintained that advertising is 23 per cent less effective during the three summer months. This statement is not conceded but, in the manner of Hans Christian Andersen, let's suppose it is true. Were the owner of a business to weigh the effect on his own organization against that supposed saving, he would never send the note. What such a note actually says to the man's own organization is "Let's all take it easy. We are not going to make any effort to help make your selling easier, gentlemen of the sales force. Here, then, are three lovely months in which you may improve your golf game. Instead of going out hard after orders this July, why not get rid of that disconcerting slice which robs your drive of at least twenty yards in distance? Don't work, office boy. Go to the ball game. Use that new bathing suit at least three times a week, stenographer."

An order cutting down advertising effort is notice in advance that a period of undisturbed and

restful calm is expected by the management. No need to rush about after prospects—here comes a period of comforting repose.

Don't write letters or make selling plans; go out in the woods to loll at leisure under a sycamore tree.

Don't work very hard; just drone and dawdle through the drowsy days ahead.

Relax. Let down. Be languid. Not much doing in the summer months, so take it easy.

If, when he was dictating a seasonal note to cut down his company's advertising effort, the president would consider himself posting around the plant sentiments like these, he might hesitate.

And now to add one serious word of advice to a somewhat satiric treatment of the dangerous habit of cutting off advertising effort in the summer months: Let all advertisers consider carefully what other concerns have done to knock out the so-called "summer slump" before they decide not to advertise.

Remarkable things have been accomplished by men who analyzed their markets and products more carefully, who refused to believe that customers spend three months in a hammock under the trees.

And every time real results in taking sales slumps out of summer have been attained, advertising has played a most important part.

This summer of 1926 of all summers during the past five years is most dangerous to the man who thinks he can cancel advertising and travel on momentum.

There will be ample business next fall for the people who keep after it during the dog days. But those misguided ones who serve notice on their whole organization to take it easy by cancelling advertising during the summer are going to discover when fall comes that consistent advertising and sales effort during this important summer have given their competitors a big head start.

### New Salesmen for a New Product

A manufacturer in the hardware field, seeking to overcome a peaks-and-valleys situation which affected his manufacturing and sales methods, brought out a new product. This product, while it was made on the same machines and by the same workmen as the old product, soon proved that it could best be sold through new outlets.

The old sales force was given a thorough coaching in the sales points of the new product and sent on the road. Within a few months the salesmen had proved that they could not sell it. The company, with the records of its salesmen before it, was about ready to concede that the product was a failure when the sales manager decided to make an investigation.

He spent a few days talking with storekeepers and department store buyers. Then he returned to the home office and made his recommendations. He had discovered that the old sales force, despite its ability to sell the company's other product, was temperamentally unfitted to sell to the new outlets.

A new sales force was put on and within a few weeks sales for the new product took a healthy jump and have been on the up grade ever since.

There is an excellent merchandising lesson packed away in this manufacturer's experience. It isn't easy to turn an experienced railway engineer into a good motorman. Yet because the engineer isn't a good motorman neither proves that he is a poor engineer nor that trolley cars are a poor method of transportation.

The manufacturer who brings out a new product or wants to break into new fields will do well to make sure at the outset that his salesmen are capable, temperamentally, of selling the new product or of making an effective appeal to a new class of buyers.

---

H. V. Stoddard, for several years with the Maclean Publishing Company, as Quebec representative, has joined the Southam Press, Montreal.

# Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

130 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## Ambassador Urges Supply Bases for Foreign Trade

European buyers demand quick delivery, a factor which makes it difficult for American exporters to meet the competition of their foreign competitors, according to Baron Emile de Cartier de Marchienne, Belgian Ambassador to the United States. The Ambassador, who was the guest of honor at a luncheon, last week, at the Advertising Club of New York, recommended that American manufacturers overcome this handicap by the maintenance of merchandise stocks in European warehouses.

"On account of their distance from European markets," Baron de Cartier said, "American producers are at a great disadvantage as compared with their European competitors. European buyers frequently wish to purchase in small lots and they generally want quick delivery. They want what they want when they want it."

"In your military operations during the recent war, you did not establish your military supply base in America. You established your ammunition dumps and your bases of supplies as near the scene of operations as possible, ready for immediate delivery, if, when, as and where needed; and you had very efficient agents on the spot to superintend the business. You should adopt a similar system in the peaceful struggle for foreign trade."

Baron de Cartier outlined the advantages of a system of foreign warehousing, by describing the facilities of Antwerp. "By establishing a stock of his merchandise at Antwerp," he said, "the American exporter would find himself not only on all fours with his European competitor, but would, in many cases, have the advantage of him on account of the central location of Antwerp and its close connections, by rail and water, with an extensive and highly industrialized, as well as rich agricultural hinterland."

\* \* \*

## Rochester and Buffalo Clubs Hold Joint Meeting

Representatives of the Rochester, N. Y., Ad Club and the Buffalo, N. Y., Advertising Club, recently held a joint meeting at Batavia, N. Y., to discuss plans for attendance at the convention of the Advertising Affiliation at Cleveland in May.

\* \* \*

## Kenneth Bragdon Heads Waterloo Club

The Waterloo, Iowa, Advertising Club at its annual meeting elected Kenneth Bragdon president. He succeeds Frank Fowler, who was made vice-president for the ensuing year. L. C. Leeper was elected secretary-treasurer.

## Minneapolis Club Elects S. Q. Shannon President

Stephen Q. Shannon, advertising manager of the Buzzza Company, has been elected president of the Advertising Club of Minneapolis. He will assume his new duties on July 1. Other officers elected were: First vice-president, Floyd Hooper, of the Gile Letter Service; second vice-president, Jere Mosher, of the Wilcox-Mosher-Lefholm Paper Company, and, secretary-treasurer, Truman G. Brooke, of Burgess-Brooke, Inc. Hart Anderson, Page & Hill Company; Mark Bohem, Minneapolis Tribune, and H. N. Bruce, Chesher Printing Company, were made directors.

\* \* \*

## Technical Publicity Association Meets

A cross-examination of the typography and layout of business-paper advertising was made by Fred J. Suhr, art director of Cowan, Dempsey & Dengler, Inc., New York, at a meeting of the Technical Publicity Association, which was held last week at the New York Advertising Club. Advertisements, the work of members of the association, were thrown upon a screen and Mr. Suhr pointed out what he considered the good and bad features of each.

\* \* \*

## Chicago Women's Club Elects New President

Mrs. Helma Benson has been elected president of the Women's Advertising Club of Chicago. Miss Mary Dowd is first vice-president, Miss Lois Donaldson, second vice-president and Miss N. S. Massie, treasurer. Miss Hazel Braun and Miss Mae Fanning were elected corresponding and recording secretaries respectively.

\* \* \*

## Graduate from Poor Richard School

Thirty-six students were awarded diplomas on April 16 as graduates of the Charles Morris Price School of Advertising and Journalism of the Poor Richard Club, of Philadelphia.

The junior class gave its instructor, J. A. Lutz, a testimonial dinner on April 14.

\* \* \*

## Cruise in June for Buffalo Club

The Greater Buffalo Advertising Club will hold its second annual acquaintance cruise from June 10 to 14. The trip will include stop-overs at points of interest along the route to Montreal. In Montreal the club will be entertained by the Montreal Publicity Association.

## Richmond Club Starts Drive for New Members

A membership campaign with 200 new members as its objective was started by the Advertising Club of Richmond, Va., at a recent meeting held at the Richmond Chamber of Commerce Club. The campaign will close on June 1.

The club is offering as a first prize to the member bringing in the largest number of new members a trip to the Philadelphia convention of the Associated Advertising Clubs of the World, with all expenses paid. The second prize consists of a trip to the convention with one-half of the member's expenses paid.

Everyone who brings in ten new members before the end of the campaign will be given his railroad fare both to and from Philadelphia.

The Richmond club will send a delegation of at least forty to the convention. The committee in charge of the Philadelphia trip is headed by Horace Gans.

\* \* \*

## Sphinx Club to Hold "Ladies' Night"

The annual Ladies' Night dinner of the Sphinx Club will be held at the Waldorf-Astoria, New York, on April 28. The event this year will be a departure from other years in that, in addition to entertainment, the program will include several speakers.

During the evening the annual election of officers will be held.

R. F. R. Hunstman, George Ethridge and James P. Gillroy have been appointed by Preston P. Lynn, president, to make arrangements for the dinner. Roger J. O'Donnell, of the New York office of the Brooklyn *Standard Union*, is in charge of reservations.

\* \* \*

## Fosters Reference Library on Advertising for Public

The Orlando and Orange County Advertising Club, Orlando, Fla., has appointed a committee to foster the gift of advertising and business books from members of the club to the Albertson Public Library. Behind this idea is the thought that by making available to the public a reference library, the club and its members will be helping to spread an understanding of advertising and selling methods. Lee S. Trimble, of the Orlando Bank & Trust Company, is chairman of this special committee which has already obtained the contribution of forty books.

\* \* \*

## Los Angeles Club Admits Juniors to Membership

A special membership classification has been formed by the Los Angeles Advertising Club, which now makes it possible for the younger men in advertising to join its membership. Instead of the regular dues of \$50 a year, the dues for the Junior members will be \$12.50.

## Eleventh District Elects New Officers

The Eleventh District of the Associated Advertising Clubs of the World, which includes Colorado, Utah, Idaho, Wyoming, New Mexico, Arizona and Nevada, has adopted a new constitution and elected the following officers: Edgar M. Ledyard, Salt Lake City, Northern vice-chairman; G. E. Hathaway, Colorado Springs, Southern vice-chairman, and William L. Bracy, Boulder, Colorado, secretary and treasurer.

F. E. J. Ronsholdt, of Boulder, chairman of the district, has appointed A. Boon McCallum, Denver, chairman of the district educational committee; J. E. Moorehead, Denver, chairman of the new club extension committee, and Keith Hartzell, Boulder, chairman of the committee on convention programs.

\* \* \*

## Pacific Coast Meeting Adver- tised at Direct-Mail Exhibit

At the recent meeting at Los Angeles of the Direct Mail Advertising Association, the San Francisco Advertising Club sponsored a booth in the interest of the forthcoming convention of the Pacific Coast Advertising Clubs Association. Miss Hazel Barrow, secretary-treasurer of the association, was in charge.

E. T. Meredith, publisher of *Success-  
ful Farming*, has accepted an invitation to address the convention, which will be held in July. Lou E. Holland, former president of the Associated Clubs; Governor Farrington, of Hawaii, and Lew Hahn, managing director of the Retail Dry Goods Association, are also included in an advance announcement of the program of speakers.

\* \* \*

## Agricultural Committee for Minneapolis Club

A Northwest development committee has been named by the Advertising Club of Minneapolis, to co-operate with other groups in promoting the welfare of agriculture in Minnesota and neighboring States. The committee, of which John Lapham is chairman, includes I. J. Henthell, of the Minneapolis *Tribune*; R. R. Ring, Kenneth Klein, and Porter Harder.

\* \* \*

## R. M. Lovell Joins Philadel- phia Bureau

Robert M. Lovell, formerly with the Better Business Bureau of New York, has been appointed manager of the merchandise section of the Better Business Bureau of Philadelphia.

\* \* \*

## R. P. Alden, President, Spring- field, Mass., Bureau

Ralph P. Alden, vice-president of the Springfield, Mass., National Bank, has been named president of the Springfield Better Business Bureau.

## The Little Schoolmaster's Classroom

THE question of getting dealers to use dealer help material—to order it, and use it after they order it, whether they are required to pay for it or not—still flourishes in all its pristine vigor. Human nature being what it is, this question will continue to bob up, and every time it bobs, something helpful in the way of an idea bobs along with it.

As many advertisers handle the distribution of dealer helps, one rule is pretty generally followed, namely, no material is distributed unless the dealer definitely requests it. As to the method of getting him to request it, practices vary. Sometimes the dealer is written once a year, at or just before the beginning of the year's advertising, and asked to say what he will need in the way of dealer helps and how many. In other cases, he is approached once a season, or before each separate campaign, or whenever the salesman happens to call, or maybe there is a standing invitation in the manufacturer's house magazine to order this or that poster, window card or counter folder, with a requisition form tucked between the pages to facilitate the expression of the dealer's desires.

Manning, Bowman & Company, makers of Hotakold vacuum bottles and M-B electrical devices for household and table use, tell the Schoolmaster of a plan which the company will use this year because it worked so successfully last year.

The company's dealer helps are specifically tied up with its national advertising. The campaign this year, as it did last year, will consist of pages and half pages in general periodicals, supplemented with trade-paper advertising and direct mail. Just before each insertion in the general mediums, a broadside was mailed to all distributors' lists of customers. This broadside contained a reproduction of the advertisement and a list of

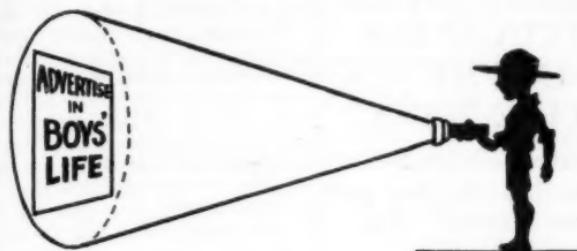
the various sales promotion material that the retailer could use to tie up his store most advantageously with that particular advertisement.

For example: In connection with two of these broadsides (one mailed during the latter part of September and the other about the middle of October) the requisition slip enclosed was a letter-size form with spaces for electrotypes, display cards, envelope stuffers and counter booklets descriptive of merchandise featured in the national advertisement. These two mailings to a list of slightly over 16,000 dealers brought more than 4,000 requests for sales promotion material of various kinds. This, according to the company's records, was a rather remarkable showing. That the dealers used the material sent them, at least to a large extent, was proved by the many letters received from them saying how much it had helped them, and the clippings of local advertisements showed that the electrotype service had also been extensively used.

So once more it is established that the quality and quantity of the dealer's co-operation is measured by the time and trouble taken by the manufacturer to get it—on the use of dealer help material as on most other things.

\* \* \*

Early in December, 1925, the Kansas City *Journal-Post* conducted a contest among its women readers. These readers were asked to choose, during a two weeks' period, the local advertisements that appealed to them most strongly and to tell their reasons for liking the advertisement in a letter of not more than 200 words. The results of the contest have been tabulated in book form and offer some interesting sidelights on women's preferences. Of course the test is by no means conclusive, but it is conclusive enough to be of interest to national advertisers



## More Light on the Subject

"TO Oak Park, Illinois, a Scout Community Good Turn has proved very illuminating, for it has brought improved lighting," says an observer of the work. A traffic check-up, made by the Scouts for the Safety Commission, resulted in placing dummy lights, mushroom lights, two overhead stop lights, and the designation of a certain street as a thoroughfare.

THE Boy Scout of today is very much of an up-and-coming individual. His training keeps him on the jump. If he wants your product he'll find a way to get it.

# BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue  
New York, N. Y.

Lincoln Building  
Los Angeles, Cal.

37 So. Wabash Avenue  
Chicago, Ill.

**EVENING HERALD**  
**LARGEST DAILY CIRCULATION IN THE ENTIRE WEST!**

A circulation concentration of 96% in Los Angeles and immediate suburbs!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,  
6 North Michigan Ave., Chicago, Ill.  
H. W. Moloney, 604 Times Bldg., New York  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

**THE HOTEL BULLETIN**

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.  
Agency business solicited.

**BEN. P. BRANHAM, Editor**  
**051-057 Insurance Exch., Chicago**

The Dominant Paper in the Lumber Field is the

**American Lumberman**

Est. 1873 CHICAGO, ILL. A.B.C.

  
**Howell Cuts**   
 for house organs direct mail and  
 ask for proofs other advertising  
Charles E. Howell - Fisk Building - New York

**Photostats !!!**  
 of any subject -   
 By Photographers   
 Fast Messenger Service  
**PACH BROS.**   
 28 West 44<sup>th</sup> St. Murray Hill 2597

even though the advertisements criticized were purely local.

Six-hundred and eighty-eight women said that they like advertisements which contain a variety of suggestions for the shopper. Pictures of merchandise were preferred by 650 women. Five-hundred and forty-seven readers liked to see popular-price merchandise advertised. Price was considered essential by 538 women, while 520 emphasized the value of descriptions of the merchandise. It is interesting to note that 436 women said that service was the most important thing an advertiser has to offer and 402 are partial to the bargain appeal.

Jumping to the bottom of the list we find that only two women liked advertisements with a touch of romance while but five voted for humor in advertising. Only 18 felt that dignity has any appeal and only 19 showed their disapproval of cut prices.

As has been pointed out, such tests are seldom conclusive but this contest brought forth a large enough number of replies to make it worth while to students of advertising whether they conduct retail stores or nationally-adver-tised businesses.

\* \* \*

The Schoolmaster was one of the earliest advocates of a modernized, non-stilted form of advertising for banks. He is therefore particularly interested in a booklet issued by the Excelsior Savings Bank, of New York, entitled "How Charles Brown Bought a Home." This title is good because it is specific. It is much more appealing than a title such as, "How to Save \$3,000," since almost every human being, no matter how poor, dreams of some day being wealthy enough to own an established home.

But more than anything the Schoolmaster likes the introduction, which opens as follows:

"Excelsior Savings Bank particularly solicits the deposits of savings from clerks, salesmen, stenographers, salesladies, employees, housekeepers, domestics, and all those unaccustomed to the transaction of business, who may be desirous of depositing their

# Definite Opportunities

Exist in our organization  
for  
**Advertising-Merchandising**  
**S A L E S M E N**

- Possessing more than average ability—a knowledge of the needs of the big business organizations as well as those of the smaller local merchants.
- The type of sales representatives we want and need, know how to work with and for the customers they serve—giving the kind of assistance that builds business in ever increasing volume and on a solid foundation.
- We are an organization making very rapid strides and those who believe they are fully qualified to represent us we shall give every consideration.

Address or call

# Outdoor Advertising Inc.

M. WINEBURGH, General Manager

1457 BROADWAY  
NEW YORK

Phone Wisconsin 4076-4077

## QUALITY MERCHANTISE

—A person who gets a "premium" is more critical than if he paid money for it. Therefore, to be uniformly successful, a premium plan must offer articles of real merit.

—Our offerings are guaranteed to be first class and, without qualification, to give satisfaction.

—We handle no scheme goods, neither seconds nor "job lots." Only standard merchandise from well-known manufacturers is to be found in our warehouse.

—Explanatory booklets mailed to those stating nature of business.

**THE PREMIUM SERVICE CO., INC.**  
199 Franklin Street      New York

savings where interest is regularly paid."

Thus is sounded a human note which the Schoolmaster believes will bring in the depositors aimed at by the Excelsior Savings Bank. Despite the fact that this is supposed to be a commercial age, there are still plenty of people who are "unaccustomed to the transaction of business," especially when it comes to the handling of money. A bank overawes them, depositing is a mysterious process, and the cashing of a check is a bewildering piece of magic. The washwoman and the day laborer hide the savings of a lifetime in a mattress or a teapot because they are too timorous to enter a savings bank, and too unversed in the ways of the world to know what to do after they get there.

Such people ought to know what a sound savings bank can do for them, and the Excelsior bank is wise in naming the various classes of depositors whom it particularly welcomes.

\* \* \*

## Do You Sell Advertising?

As president of a company doing a business of about one million dollars a year in advertising materials for ice cream, milk and butter trades, as well as florists, retail radio and music dealers, wholesale bakers, I am looking for an honest high-powered salesman of character who can furnish fidelity bond, who is now already employed selling advertising specialties for some leading house and who has made a record with that house, and can prove it. I want no HAS BEEN or WILL BE. I want men who "ARE." For such a man I can offer a better opportunity and higher earnings.

Address **PRESIDENT**, Post Office Box 834, Detroit, Michigan.

**YOUR PRODUCT**  
will find its market in the  
**CHURCH FIELD**  
through the preachers' trade journal  
**THE EXPOSITOR**

710 Paxton Building, Cleveland, Ohio  
17 West 42nd Street, New York  
37 South Wabash Avenue, Chicago  
Sample and rate card on request.

There are few cases in which something cannot be done to enlarge or reduce one's unit of sale, so as to accord with the public's needs or pocketbook. If a customer likes one particular article well enough to ask for it, the chances are that he will buy three or a half dozen, if attractively packaged. Or if he won't buy a pound, he will readily take a dime's worth. Acting on these principles, certain manufacturers and distributors have scored conspicuous merchandising successes, merely by altering the unit of sale.

The Schoolmaster saw in a show window the other day an ingenious idea designed to sell ladies' hosiery in larger units. A dozen pairs of stockings, each having a different tint, were combined and folded so as to look like a large flower. The blend of colors was pleasing, and since women like to have stockings to match their gowns, this novel arrangement was the subject of much comment on the part of passing



# Advertising Manager

A large Ohio manufacturer of nationally distributed products has an opening for a man to take charge of its national advertising department.

## AGE

—30 to 35 years.

## EDUCATION

—Preferably college graduate.

## EXPERIENCE

—Should have at least five years' experience selling advertising, or in the advertising department of a manufacturer, or with an agency.

## ABILITY

—Must be able to judge copy and layouts, plan advertising campaigns, and work amiably with others.

The opportunity in connection with this position is unusual. The man coming into this organization and successfully handling the work will in a short time advance rapidly with a large, well-financed company.

If you feel you have the qualifications to handle this position, write in detail and your letter will be treated in the strictest of confidence.

*Address your letter to the New York Office.*

**WM. H. RANKIN CO.**

342 Madison Ave.  
New York, N. Y.

Tribune Tower  
Chicago, Ill.

## Will Buy Half Interest in New York Adver- tising Agency

A long-established western agency needing a New York connection is prepared to purchase at least a half interest in a sound agency in New York City—either large or small.

Through such an arrangement, additional working capital will be available—added billings assured—and opportunity for growth and increased profits made possible.

Address, giving full particulars, "Q," Box 152, Printers' Ink.

### ANYBODY SEEN THE RIP VAN WINKLE AGENCY?

The Huntington, Smithtown, Kings Park and Central Islip newspapers are looking for the Rip Van Winkle Agency that does not think its readers use:

Oil Heaters	Oil Burners
Gasoline	Oils and Greases
Furniture	Gift Things
High Priced Autos	Screens
Farm Implements	Auto Accessories
Seeds	Fences
Kitchen Ranges	Paints
Reed Porch and Garden Furniture	Suits and Clothes

Two State hospitals employing thousands who buy via mail-order route, are here. Wealthiest men of America live here.

After you are through yawning, get your plates to our Smithtown Branch Office. Only one plate set needed for our newspapers.

Print Tuesdays, Wednesdays.  
Fridays, Saturdays

Combination Rate: \$1.50 per inch  
Agency Discount and Cash Discount only  
**RAMBLER PUBLISHING CORPORATION**  
Inc.

Smithtown Branch, Long Island

### Magazine Publishers Mail Order Houses Advertising Agencies

Can your organization use a man who thoroughly understands color printing and the making of original plates to produce *Printing That Is Right*. Best references as to character and ability. Address "U," Box 155, care Printers' Ink, 230 South Clark St., Chicago, Ill.

shoppers. It is fairly certain that bigger sales resulted.

Why is not the same idea susceptible of use in other trades? Take the sale of books, for example. It may be easy for a dealer to sell a customer one book, but how can he induce him to take an assortment? The "Bon Voyage" package of books designed for ocean travelers, selling at a stated price, has been one solution. There are probably others. There is no limit to the exploitation of the unit idea.

\* \* \*

No one interested in the growth of American advertising from infant trousers to man's size garments can fail to be cheered by the news that George P. Rowell's book, "Forty Years an Advertising Agent" is about to be republished.

There is a book which is a classic of its kind. It also contains more human nature to the square inch than any other book of which the Schoolmaster is aware. Mr. Rowell was one of the keenest students of his fellow men that ever talked to a prospective client or bought space from a publisher, but for human foibles he always had an indulgent and comprehending eye. He said just what he thought, but he never used a harsh expression. With him, business was not a hard, dry procedure, but a source of a fine and mellow humor.

"Forty Years an Advertising Agent" contains abundant evidence that Mr. Rowell could have succeeded in almost any undertaking. His method was to seek out sound principles, and then to abide by them under all conditions.

It would have astonished him if anyone had told him that he was also master of a very fine style. There is a perceptible bouquet in his writing, like that of Thackeray, while in depicting character he had a strong touch of Dickens.

It is a good thing for the whole advertising profession, which now contains a generation of younger men who want to know something about the past, that this book is to be again available.

# *Advertising and Sales Manager* -wanted

One of the largest printing organizations close to New York requires a Sales and Advertising Manager. The plant is close enough to the city for quick delivery and service, far enough to insure favorable prices. It is a quality plant. We prefer a man between twenty-eight and thirty-eight. His office will be in New York. It is of more importance that the man be a creative sales manager rather than a printer. We have that knowledge. The man must be able to handle a sales staff and meet Advertising Agency Executives.

This is an exceptional opportunity for the right man to build into a fast growing organization. Salary depends upon the man's ability.

## *General Manager*

*Box 151*

*Printers' Ink*

## Copy writing!

Buy an idea—with or without illustration. Tell your needs to

**Copy Writing Bureau  
Box 235, Lynn, Mass.**

I want to connect with first class New York agency as

### ART DIRECTOR

More than eight years' common sense experience in ART and CONTACT. Grant me an interview or ask me to write.

Address "T," Box 154, P. I.

### ARTIST

High class layout man with general studio experience, capable of finishing work in dry brush, line and wash. Please state age, experience and salary desired in answer. Address "J," Box 297, care of Printers' Ink.

#### ART DIRECTOR

Wanted an art director for a large, popular-priced Chicago department store. One who can conceive forceful, clean newspaper layouts and intelligently handle art printing and engraving. These abilities are more important than being a finished artist. State in first letter complete qualifications, experience and salary expected. Address "O," Box 150, care Printers' Ink, 230 South Clark St., Chicago, Ill.

### What Do Other Oil Burner Manufacturers Say?

WAYNE TANK AND PUMP Co.  
FORT WAYNE, IND., Apr. 12, 1926.  
*Editor of PRINTERS' INK:*

In an editorial contained in PRINTERS' INK of March 25, you have commented quite definitely on a possible profitable connection between oil burner manufacturers and coal dealers. I cannot seem to reconcile this fact, and I am wondering if you have taken into consideration the lack of merchandising ability on the part of the coal dealers and the fact that in general they are anything but aggressive.

It does seem to afford a logical outlet for burners, but we do question the advisability of such connections due to the reasons set forth.

Why not conduct a forum on this proposition which is most decidedly of interest to oil burner manufacturers?

WAYNE TANK AND PUMP Co.,  
F. S. FENTON, Jr.,  
*Sales Manager.*

### Paul Jackson with "System"

Paul Jackson, who has been in the special representative field for the last several years, has joined the Eastern advertising staff of the A. W. Shaw Company, Chicago. He will represent System in New York State.

### Ames-Kiebler Company Changes Name

The name of The Ames-Kiebler Company, Toledo, Ohio, producer of direct advertising, has been changed to the Toledo Advertising Service, Inc. The change is one of name only.

### What Have You?

Versatile service man with some following, seeks agency connection. Prolific producer of magazine, trade paper and direct-by-mail copy and layouts. "R," Box 153, Printers' Ink.

## Multigraph Ribbons Re-inked



Send 3 Ribbons  
to be Re-inked  
at our expense

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

## "GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents  
MONTREAL

WINNIPEG

# Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25  
First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**Printers'-Bookbinders' Outfitters**  
Modern Cut-Cost Equipment  
Also Rebuilt Machinery  
Conner Fendler Branch, A. T. F. Co.,  
New York City

TRY

*Litchfield*  
NEW YORK

**WANTED A PRODUCT** to be sold by mail through our 10,000 representatives. Explain your proposition in detail. Mary Arden, 18 Independence Square, Philadelphia, Pa.

**OPPORTUNITY** for advertising agency willing to sublet small office to experienced free-lance who can handle some copy in addition to his own accounts. Box 471, Printers' Ink.

**Sales Manager** controlling and directing high type sales personnel invites correspondence from manufacturers desiring direct representation on commission basis in the East. Radio, auto, plumbing supplies. Box 476, P. I.

### A GOOD INVESTMENT

Anyone interested in investing (\$5000.00) five thousand dollars in a going Photographic and Commercial Art Service now paying dividends, please write Box 461, Printers' Ink.

## Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

We are Manufacturers of Pharmaceutical Specialties and have a new product we want to advertise to the public. For a test we are willing to spend \$1000.00. If it goes, we set no limit. Want a responsible agency to assist in writing copy and placing same. Box 460, Printers' Ink.

## CANADIAN DISTRIBUTOR

operating in Quebec and Eastern Ontario wants Summer selling specialty. Electrical, Hardware or Automotive preferred. Can give excellent representation on the right articles.

RADIO DISTRIBUTORS, LIMITED  
18 Tansley St., Montreal, Que., Canada

## HELP WANTED

**WANTED:** Man to edit trade magazine; also capable of selling advertising and subscriptions through mail solicitation, reading proof, making dummy, handling printing, billing, etc. In short, to take entire charge and handle all details of monthly trade journal. Salary \$2,000 and commission on advertising. Give full details confidentially. Box 452, P. I.

## Photo-Engraving Salesman

for live, growing New York City concern. Only one with experience and accounts need apply. Write Box 464, Printers' Ink.

**RECOGNIZED AGENCY** offers excellent opportunity to young man capable of planning, writing and selling sales campaigns. Opportunity according to ability. Write to Guenther-Glaze Adv. Agency, St. Joseph, Mo.

**Printing Department** of large advertising organization has opening for young man who knows typography and can make layouts. Poster experience desirable. Write fully, giving age, religion, experience, and salary desired. Box 467, P. I.

### House Organ Editor

Fraternal Organization, Publishing Bi-Monthly Magazine, Circulation, Five Thousand, has vacancy for man able to assume charge. Will not require full time. Write giving particulars of ability and experience. Box 457, Printers' Ink.

**SALESMAN**—Offset lithograph and printing house requires man for local work and nearby surrounding towns. House has good reputation for executing color offset work, large editions. State experience, present connection, salary expected. Location, Cincinnati. Address Box 453, Printers' Ink.

**\$8,000 to \$12,000**

## COPY WRITER

An A1 experienced man for leading New York Agency. Personal, confidential applications to Mr. Lowen, Vocational Bureau (agency), 17 West 42nd Street, New York City.

## Experienced Advertising Salesman

with trade paper training, a knowledge of agency methods and how they chose mediums, who has a good record for getting business, is wanted by a well established business paper to work Eastern territory. Applicant must furnish unquestioned references as to integrity, character and habits. First letter should contain full information about yourself: age, nationality, fraternal affiliations, former connections and salary to start. Strictly confidential. Box 478, Printers' Ink.

## We Want the Right Man

To secure advertising (for the world's most important import, export, industrial and commercial directory) in each city in the United States having a population over 250,000. Strictly a commission proposition. Sole and exclusive territory granted. All reasonable co-operation. No advances, no expenses, no drawing account. Unusual opportunity. Apply by letter only, furnishing two references. Suite 1005, at 1841 Broadway, New York City.

Apr. 22, 1926

**A growing agency wants combination artist and copy man.** The man we want can do sho-cards, posters and canvas work if necessary, and can adapt himself to copy or lay out work when needed. Satisfactory salary. Address Box 456, Printers' Ink.

**ASSISTANT TO SHARE RESPONSIBILITY** of directing the advertising of a large Middle-West manufacturing concern. Requires a knowledge of all forms of advertising, experience in mechanical production, and ability to manage advertising staff. Write fully, stating salary desired. Box 465, Printers' Ink.

### LAYOUT MAN

Direct advertising concern can use another layout man in creative department. Give full particulars regarding experience, age and salary. Send specimen dummies which will be returned. L. A. Co., 2000 Atwater Street, Detroit, Mich.

### \$6,000 Salesman Wanted

to direct selling activities for New York territory for a nationally known manufacturer of Display Cases. Must be able to talk straight-from-the-shoulder to busy executives. Knowledge of display material and dealer problems essential. Only man capable of earning \$6,000 or more a year and under 26 years of age need apply. Exceptional opportunity for a "live wire." Address Box 480, P. I.

### ARTIST

**Who Can Write Advertising Copy**  
Young man with considerable experience and marked artistic ability—who can immediately produce pleasing, forceful layouts, originate sound display ideas and write convincing copy, can secure a fine position with a growing agency with its own modern printing plant. Good salary to start and unlimited opportunity. Beginners cannot be considered. Applications must include samples in rough as well as completed work. Box 482, P. I.

## WANTED Sales Manager

*Dayton, Ohio*, concern manufacturing a food staple long established and well advertised selling in central states wants a capable energetic sales manager who can lead, interest and keep enthused a sales force of about 40 men working retail grocery trade for account of jobber. Salary at start \$500 per month. Application—positively confidential if requested. Address P. O. Box 764, Dayton, Ohio.

**PRODUCTION CHIEF WANTED**—Advertising Agency. Complete knowledge of art work, layouts, engraving and printing processes. Ability to direct staff and work harmoniously with tradesmen and other departments. Write fully, stating salary desired. Box 466, Printers' Ink.

**Advertising Art Salesman—or Woman** High class organization of Advertising Illustrators wants a salesman to sell its work. Experience essential and an established clientele preferred. We want a high calibred man or woman who has sufficient confidence to insist on a flat commission basis. Also an opportunity for a free lance visualizer to connect with a staff that produces quality work. Box 454, Printers' Ink.

## Wanted a writer and account executive by Four A agency

Because the position is one of responsibility, with a salary in keeping, applications will be entertained only from men with established advertising agency records. Your letter should give us a definite picture of you—and samples would help. Address Box 477, Printers' Ink.

### MISCELLANEOUS

#### COMMERCIAL ART

Advertising Illustrations, Letterheads, Cover Designs, Labels, Catalog Illustrations, Cartoons, and Photo Retouching at lowest prices. Zinc Etchings and Half-tone Engravings. Balda Art Service, Oshkosh, Wis.

#### UNITED STATES DISTRICT COURT DISTRICT OF NEW JERSEY

In the matter of  
PUBLIC OPINION PUB-  
LISHING COMPANY,

Bankrupt.

Public sale of all of the machinery of a thoroughly and well-equipped, modern, up-to-date daily newspaper plant, lately operated by the Public Opinion Publishing Company, situated at the corner of Twenty-fifth Street and Avenue A, Bayonne, N. J., will be held at the said premises on Wednesday, April 28, 1926, at 2 P. M.

The plant may be examined on April 26th and 27th, when the same will be open for that purpose.

This affords a splendid opportunity to purchase what you may want at a reasonable price.

ISAAC GROSS,  
Trustee in Bankruptcy,  
15 Exchange Place,  
Jersey City, N. J.  
Telephone: Montgomery 3116.

Apr. 22, 1926

**POSITIONS WANTED**

**11 Years Typographical Experience**, young man, two years' University training in advertising, can draw, desires position assisting advertiser. Age 27, married, salary \$30. Box 469, P. I.

**Young woman**, agency experience in secretarial and outside investigation work, wants position where stenography is incidental. Market investigations or copy preferred. Starting salary, \$35. Box 468, P. I.

**N. Y. Adv. Man**

Ten years copy chief big agencies and advertising and promotion manager. Box 462, Printers' Ink.

**PRODUCTION MANAGER**, photography, commercial art work and photo-engraving; services available to agency, printer or photo-engraver. Sound training and clear record. Box 463, Printers' Ink.

**AGENCY JOB WANTED**

Idea and copy man or assistant. 24, college trained, 4½ years' thorough advertising experience. Can write effective copy, visualize layouts, familiar with production details. Salary \$55. Box 474, P. I.

**Young woman**—7 years' experience as executive secretary to Advertising Manager available; personality, capable correspondent, initiative expressed in selecting and arranging promotion data, handling salesmen's reports and follow-up program. Box 472, Printers' Ink.

**DIRECT MAIL**

Formerly with two large organizations specializing in sales promotion and retail display, also mail order experience; proven ability to analyze problems, write pulling copy, visualize unusual layouts; present salary \$160 weekly. Box 459, P. I.

**ADVERTISING & SALES DIRECTOR**

A shrewd, energetic young executive who has had unusual success in marketing and advertising nationally known products. A logical combination of a first rate planner, visualizer and writer of advertising campaigns and a first rate sales organizer. Box 470, Printers' Ink.

**Agency or Publisher—****Attention !!!**

10 years in the thick of printing business. Practical experience in process color, bronzing, embossing, ordering of paper. Also two years' training in engraving. Thoroughly qualified to handle the detail work of production. Age 30—unmarried. Christian, available May 1st. Box 483, P. I.

**ADVERTISING—SALES PROMOTION MANAGER**

I can help you increase the sales of your product through sales letters, direct mail, magazine and trade paper advertising. Nine years advertising and sales experience as copy writer, advertising and sales promotion manager. Address Box 475, Printers' Ink.

**WE CONNECT THE WIRES**

**SALES MANAGER** with large manufacturer, voluntarily seeks similar position with manufacturer of under-wear, infants' wear, corsets, etc. Years of successful experience in charge of advertising and sales. Ten years in present position. Expects to earn around \$5,000. Mention our No. 6522.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**YOUNG EXECUTIVE**, now adv. mgr. on large account, desires position with Mid-West agency or manufacturer. Versatile ability—exceptional experience. Available for \$4,800 to start. Box 481, P. I.

**Quality Man for Printing House**; one who can manage an incorporate plate-making and press work. Has held similar position with unquestionable results for eight years. Address Box 455, Printers' Ink.

**MAIL ORDER**

A long, interesting experience getting results for many varied mail order accounts: Agents, C.O.D. and direct sale. Box 458, Printers' Ink.

**IN WESTERN PENNA.**—Young man, 38, college graduate, with complete agency experience, general and technical accounts, available on short notice as assistant advertising manager large corporation or advertising manager smaller company. Box 473, Printers' Ink.

**Working Art Director**

Several hours a day available for one more client, Publisher or Advertising Agency, on a reasonable basis. Formerly Art Director of National Magazine; specialist in Design and Lettering for well known Agency; thoroughly conversant with Agency routine and Publishers' requirements in typography, art, engraving and printing through ten years' experience in these fields. Phone 9 to 11 Bryant 6603, or address Box 479, P. I.

**PRINTING EXECUTIVE**—wishes to make connection with modern plant, or an industrial organization who have their own printing department or contemplate installing one—a man of widest practical experience and high accomplishment in every branch of printing; knows thoroughly every phase of engraving, composition, electrotyping, presswork (black and color) binding, (pamphlet and case) mailing, etc.; has organized and successfully directed some of the largest plants in the Country; no flaw in his record. Best of references as to character, etc. Box 484, Printers' Ink.

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At the Annual Exhibition held by the Poor Richard Club in Philadelphia—First Award for a complete campaign in MAGAZINES was earned by Fox & Mackenzie.

“pretty is, as pretty does.”

¶ But today hens lay more eggs, cows give more milk, horses run faster—because of careful breeding.

¶ We believe in well-bred

*Advertising*



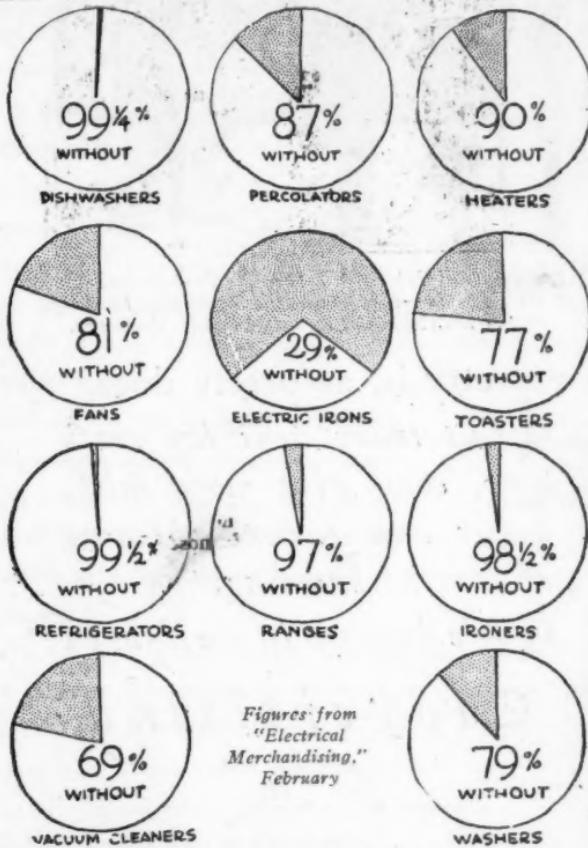
**FOX & MACKENZIE**

1214 Locust St., Philadelphia

Apr. 22, 1926

# 82% of the Electrical Appliance Market is still unsold

THE "pie charts" below reveal in striking fashion the number of direct prospects for electrical appliances. These figures show the percentage of electrically wired homes in America as yet without these appliances.



*Figures from  
"Electrical  
Merchandising,"  
February*

In The Chicago Territory the electrical appliance manufacturer will find a particularly fertile area, for here are 3,095,650 residential electric lighting customers, 21.3% of all those in the United States. The Chicago Tribune is the logical advertising medium in this territory, for in 1151 towns and cities in Illinois, Indiana, Iowa, Michigan and Wisconsin The Tribune is bought by 20% to 80% of all of the families.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation: 725,000 Daily; 1,100,000 Sundays